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BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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DETROIT

how long is a short memory?

WHAT DID YOU LISTEN to on your radio last night at 7:00? What did you do six hours ago? Can you remember quickly and accurately? Probably not, for memory's a deceptive thing.

Good radio research people like Crossley, Inc. know that the greater the gap between the time a person hears your show and the time a Crossley interviewer speaks to him, the greater the chances that the person doesn't remember *exactly* what he heard.

That's why Crossley, Inc., which compiles and prepares "A Continuing Study of Radio Listening in Greater-New York" exclusively for WOR, uses the *shortest recall* possible. That's what makes WOR's "Continuing Study" so uncannily *accurate and dependable.*

For instance, morning listeners are asked what they listened to only two hours after your program leaves the air. Evening listeners have to think back only 1½ hours, not twelve. It's the next best thing to sitting with the listener while he dials your show. And it's exclusive with WOR.

Call WOR for an *accurate* checkup on your show today. Let our file of exclusive audience facts bring you a greater per-penny profit on every penny you invest.

that power-full station **WOR**

at 1440 Broadway, in New York

Folks in Midwest America

. . . whether from city or country, they think and react alike

THERE'S a certain kind of folks who live in Midwest America. Whether they are in Chicago skyscrapers, on the Main Streets of our cities, or on farms, you'll find they have somewhat the same likes and dislikes. It's probably because we're all tied, in some way, to the great agricultural empire out here.

Here's a typical story of two families—relatives. The Leslie Brechler family farm 485 acres near Stitzer, Wisconsin. Mrs. Brechler's sister and family, the William Ginkes, run a food mart in Oshkosh, Wisconsin (pop. 39,089). They're all regular WLS listeners . . . and regularly *buy WLS-advertised products!*

Checking last year's purchases in classes of goods advertised on the station, we found that 43% of the Brechlers' selections were brands advertised on WLS. In the city, 50% of the Ginkes' selections were WLS-advertised brands. Here's definite evidence that *WLS Gets Results!*

IN TOWN...

OSHKOSH, Wis.—William Ginke has owned the Otter Street Food Mart in Oshkosh for eight years, worked in it as meat cutter for 17 years before that. Mrs. Ginke, sister of Mrs. Brechler, a farmer's wife, keeps a spotless home in addition to helping out at the store. Their daughter, Jean Anne, is head bookkeeper at the New American Bank in Oshkosh. Pictures show Mr. Ginke at his meat counter; Jean Anne with her cousin, Elinor Brechler; Mrs. Ginke setting lunch in her smartly modern kitchen; and Jean Anne, telephoning.

...and COUNTRY

STITZER, Wis.—Mr. and Mrs. Leslie Brechler, with their two teen-age boys, are farming 485 acres. Living in a modern farm home with telephone, electricity, gas stove and running water, they have two cars plus truck, tractor and other farm machinery. Last year they raised 140 hogs, are currently milking 90 cows with three milking machines. Mrs. Brechler, sister of Mrs. Ginke, has 250 registered White Rock chickens. The Brechlers have also one daughter, Elinor, teacher at Bagley, Wis., on leave of absence this year to act as governess for an Oshkosh family. Pictures show Mrs. Brechler gathering eggs; a family conference; Norman, 17, and Robert, 19, milking; and Mr. Brechler adjusting a barn fountain.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

WLS
CHICAGO

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, *President*
GLENN SNYDER, *Manager*

REPRESENTED BY
JOHN BLAIR & COMPANY

AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK—KOY PHOENIX • KTUC TUCSON • KSUN BISBEE-LOWELL

Advertisement No. 3 in a Series

TO VICTORY IN 1944!

MARCH FORWARD TOWARDS A BETTER AND SOUNDER BUSINESS FUTURE. LET 'THE *STATION* THAT *SELLS*' SHOW YOU HOW . . .

WPEN

950 ON THE DIAL

5000 WATTS

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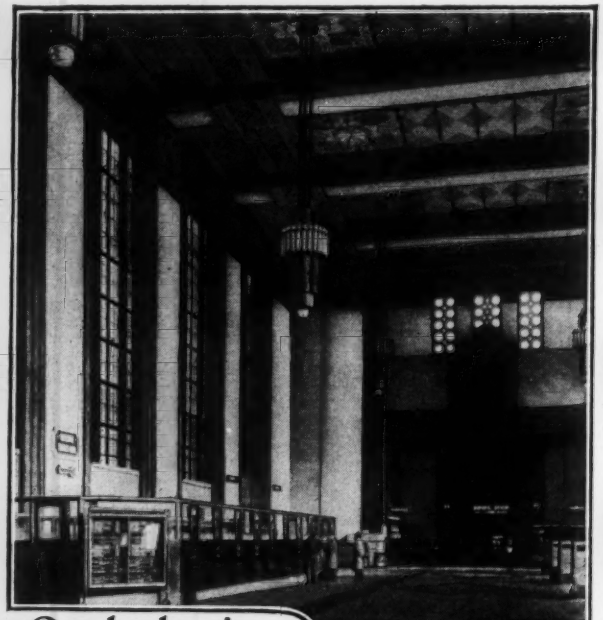
KOIL Columbia, of course The Radio Buy of OMAHA

New York has its *Grand Central*



Omaha has its *Union Station*

Omaha--One of America's Great Railroad Centers

The home of the world-famous Union Pacific Railroad . . . and gateway to a vast wheat and cattle country to the West . . . Omaha ranks as one of America's largest and busiest railroad centers.

A tremendous railroad payroll is one of the reasons for Omaha's past and present prosperity. And, as long as freight moves and people travel, transportation . . . that most basic of all industries . . . will continue to add to Omaha's wealth.

The rich and responsive Omaha market is ripe for immediate sales . . . is worth cultivating now for the future. The lowest-cost buy is definitely KOIL. May we send you availabilities?

A MARKET WITH MONEY

DOUGLAS COUNTY (Omaha) ranked SECOND in the entire nation in Per Capita Increase in Effective Purchasing Power . . . during the first nine months of 1943 . . Sales Management

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS in Omaha

5000 WATTS 1290 KILOCYCLES

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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IN THIS ISSUE—

NBC Affiliate Policy Applies to Television	9
Trammell's Video Policy Favorably Received	9
Chicago Network Stations, AFM Agree	10
U. S. Rail Board Plans to Buy Radio Time	10
'Clean Out the Funny Money Programs'—By C. E. Hooper	11
Marshall Field Buys WJJD for $700,000	12
Lea Committee Bows to Fly Demands	12
MBS Tightens Religious Policy	14
MBS Challenges FCC Right to Require Recordings	14
Atlantic Refining Maintains Baseball Budget	16
Networks Plan Invasion Coverage	16
Transfers Totaling $549,900 Granted by FCC	18
Fort Industry Acquires WFTL for $275,000	18
Radio Plans Political Convention Coverage	20
Dr. Goldsmith Urges Gradual Video Transition	28
'Time' Underwrites Press Study	49
Fulton Lewis jr. Advocates Air News 'College'	50
Lea Asks for Law Stating FCC Power	58
NAB Group, Wheeler Discuss New Radio Law	62

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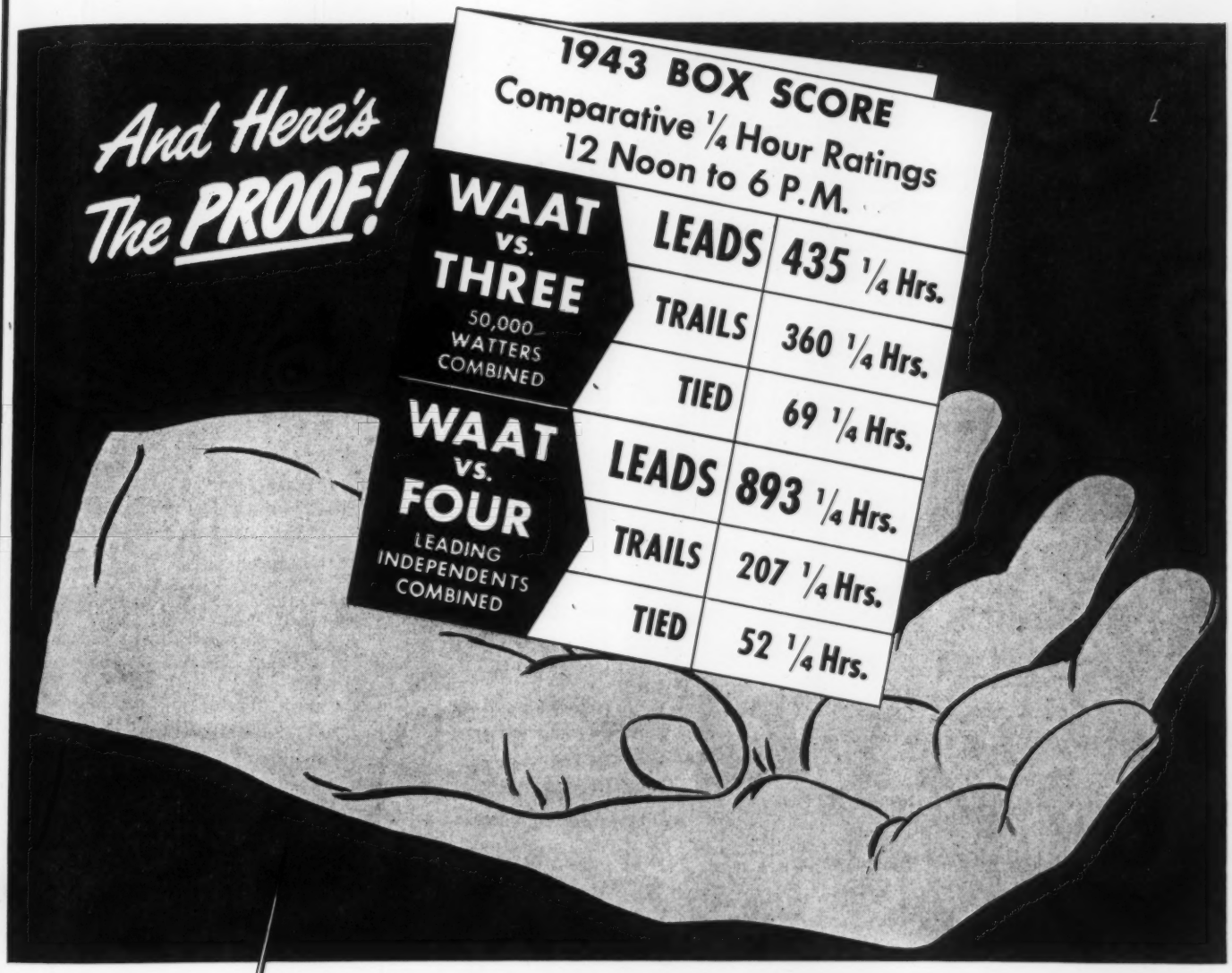
WOL WASHINGTON, D. C.

Right in the Palm of your Hand
AMERICA'S 4TH LARGEST MARKET



This recapitulation is from the continuous survey conducted in North Jersey by "The Pulse of New York" (cooperatively paid for by ALL major stations in this area), covering an impartial study of ¼ hour ratings from 12 Noon to 6 P.M. for THE ENTIRE YEAR OF 1943! Ask to see it today!

National Representatives (Outside New York Area) Spot Sales, Inc.

WAAT

970 KC
NEWARK, N. J.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

**Do you realize this market contains over 3½ million people; more than these 14 cities combined: — Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.*

In just a moment . . . *the World might pass you by*

FROM sunrise to Vespers and on through the night great sounds are filling the air.

Grave and portentous sounds—exciting and joyous sounds.

The sound of news from distant lands that even Axis propaganda cannot distort for long.

From dawn to dusk and around the clock.

The sound of marching feet and the roar of battle and the whir of propeller to remind us that there is greater strength in free-thinking individuals than in slave-whipped hordes.

As each second passes around the clock this sound becomes clearer—clearer.

And as the hours march in parade there is music and fun—gaiety and laughter—great ringing speech and the whisper of lullaby.

There is stirring drama for the asking, the throbbing evidence of man's will for progress—and the hush of prayer.

The minds of our allies to listen to—the thoughts of alien lands to hear and understand—and by understanding accept or reject as they may accept or reject the principles *we* hold with.

There is much to hear—and having heard—to heed—and having heeded—to act upon.

This is *your* world.

Know it.

Listen to your radio.

In just a moment, the world might pass you by!

It is the sober intent and solemn pledge of the Blue and its affiliated stations that every program emanating from our studios, sent across the world by our transmitting towers, shall be worthy of the greatness of man's newly-found power—Radio.

THIS IS THE **Blue** *NETWORK*

AMERICAN BROADCASTING SYSTEM, INC.

HERE is Advertisement No. 2 in The Blue Network Year-round National Campaign. Like the first, this ad will run nationally—in newspapers and magazines. It will also go out on the air over BLUE stations to millions of homes.

In this advertisement we carry our theme one step further—by telling the story of radio in terms of the world's drama—by relating the whole movement of history to radio—and by relating the listener to history through radio.

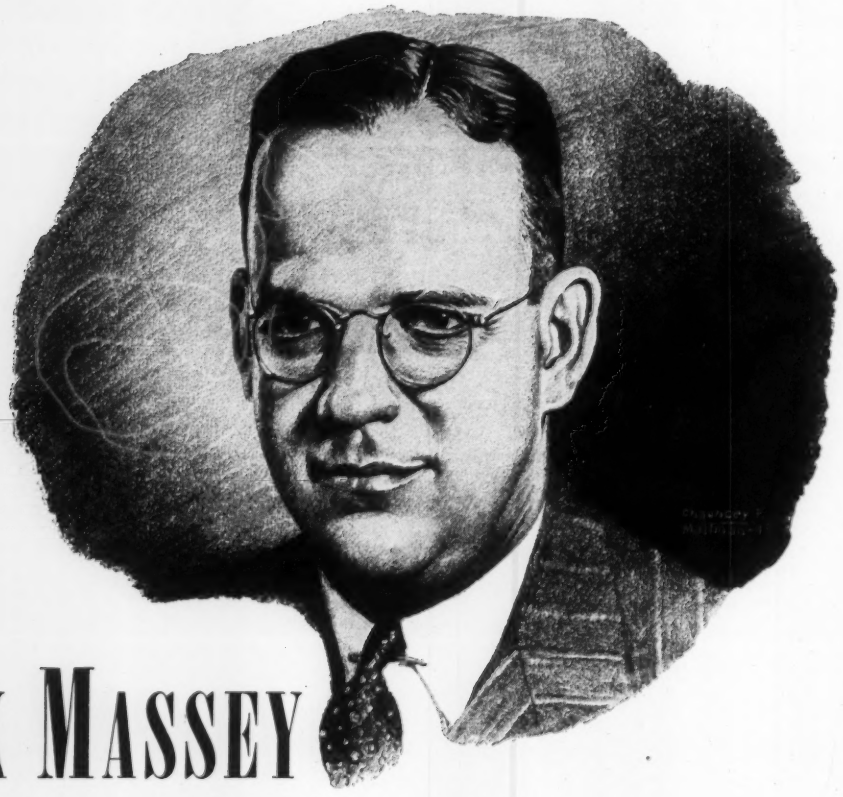
It is our belief that by assigning to our audiences a specific place in the whole "world of radio," we will be building more listening to radio—to The Blue Network and to all of our programs.

From the advertiser's viewpoint the purpose of these advertisements may be summed up: more listening, better ratings, more sales, more value for every dollar invested in The BLUE.

As we have suggested before—

THE Blue IS GETTING TO BE A BETTER BUY EVERY DAY

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING



C. KNOX MASSEY

Vice President, Harvey-Massengale Company, Durham, N. C.

Says—"Spot broadcasting sells more at less cost"

●Wham! That's certainly the $64 answer to the $64 question, Mr. Massey—it really covers the subject! So just about the only thing left for us to say is that here at Free & Peters we've got sixteen *good men* who know that the best "sales-work" they can do is to help make spot broadcasting also an *easier* medium for you agencies and advertisers to use. . . .

●Yes, we'll grant that it's not always easy to clear good time and to handle all the multitude of details that a big spot broadcasting campaign entails. But many an executive and time buyer has learned that he can count on F&P for an amount and quality of help that would run into thousands of dollars per year, were he to obtain it within his own organization. That's the way we like to "sell" spot broadcasting!

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WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

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WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
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WIS . . . . . COLUMBIA
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. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

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KOIN-KALE . . . . . PORTLAND
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KIRO . . . . . SEATTLE
KFAR . . . . FAIRBANKS, ALASKA
and WRIGHT-SONOVOX, Inc.

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Since May, 1932

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BROADCASTING
and
Broadcast Advertising

Vol. 26, No. 10 WASHINGTON, D. C., MARCH 6, 1944 $5.00 A YEAR—15c A COPY

NBC Affiliate Policy to Apply to Television

Trammell Predicts Regional Nets Will Lead

RETENTION of its present policy of affiliate-network relationship in eventual establishment of a nationwide television network to get under way with the war's end was announced last week as the basic policy of NBC by President Niles Trammell in a statement to the network's affiliates. The 16-page document is a companion piece to the statement of NBC policy on FM issued by Mr. Trammell in January [BROADCASTING, Jan. 15].

Mr. Trammell said that a nationwide television network "will not spring up overnight, but must proceed as an orderly, logical development." He predicted an eastern network, running from Boston to Washington, as the first segment; a mid-west network, then a Pacific Coast network. These regional operations will gradually expand with an ultimate complete nationwide service.

Coaxial or Relay?

Whether the networking will be effected by coaxial cable, now used experimentally between New York and Philadelphia, or radio relays, remains to be determined, Mr. Trammell inferred. He disclosed that AT&T has made tentative plans to install between 6,000 and 7,000 miles of coaxial cable within the next five or six years for networking of television systems, with New York and Washington to be linked by 1945; New York, Boston, Chicago and Los Angeles by 1946; the South by 1947, and transcontinentally by 1948.

Pointing out that the history of radio to date has "always been a history of addition, never subtraction," Mr. Trammell continued: "Because of its extensive coverage and accepted type of highly developed program service there is no foreseeable period when sound broadcasting will become unnecessary. Therefore, NBC will continue to maintain its sound broadcasting services at the highest peak of technical entertainment and educational excellence. Radio now is virtually an around-the-clock service. Even when television becomes universally available, there will be times when the radio audience will be predominately listeners rather than viewers."

In a program summarizing the basis of NBC's television activities, Mr. Trammell stated that NBC will (1) cooperate with Government and industry in "an effort to secure the best possible standard for a commercial television broadcasting system;" (2) cooperate with its affiliates in developing the basis for an eventual television network; (3) immediately expand its existing service with new program material, talent and techniques, transmit field programs at least once a month, resume studio broadcasts and continue research and development; (4) build a video station in Washington as soon after the war as materials become available.

NBC has applied for video stations in Chicago, Cleveland, Denver, San Francisco and Los Angeles "where NBC already maintains a programming organization and studio facilities," Mr. Trammell reported, adding: "It is hoped that the FCC will act favorably on these applications." [BROADCASTING, Feb. 28].

Plans for Networks

Mr. Trammell said that if the nucleus of a nationwide television broadcasting service similar to sound network service is to be established, it is evident that competitive network organizations must own and operate outlets in strategic cities. The FCC rule limiting ownership by any one interest to three television stations is "a severe deterrent to the organization and sound economic growth of national network television," he added. "It is to be hoped that in giving consideration to the requirements of post-war television, the FCC will grant the petition recently filed by the NBC requesting a modification of this rule."

He foresees video development as follows:

"1. An Eastern Network that will extend from Boston to Washington, with stations located at such intervening points as Worcester, Providence, Hartford, Schenectady, New York, Philadelphia, Wilmington and Baltimore, with perhaps an extension to Syracuse, Rochester and Buffalo.

"2. A Midwest Network that will develop with Chicago as its hub, spreading out to Milwaukee, Minneapolis, St. Paul, Des Moines, St. Louis, Indianapolis, Detroit and Cleveland.

"3. A Pacific Coast Network between the great talent center of Hollywood, connecting with San Francisco and gradually extending to other important points.

"These regional networks will gradually stretch out over wider areas, and will themselves become linked together. Thus, city after city, across the continent will be brought into network operation, until finally complete nationwide networks will become a reality."

Pointing out that such networks can be effected either by coaxial cable lines or radio relays, Mr. Trammell did not pledge NBC's support to the latter system, despite its development by RCA, NBC's parent company, but merely said that "the ultimate determination of which is to be used will be governed by the relative efficiency of service they render and their comparative costs," adding that both methods will probably be used in providing the facilities for a nationwide service.

Coaxial Cable Program

Appended to the report is an exchange of letters between Mr. Trammell and K. S. McHugh, vice-president, AT&T Co. Outlining NBC's plans for establishing a Washington-to-Boston video network in the immediate post-war period which will expand into a nationwide service within a decade,

(Continued on page 54)

Affiliates Favorably Receive Trammell's Television Policy

First of NBC Meetings Outlines Network Plans For the Future; Departments Report Activity

AN ENTHUSIASTIC reception was accorded the statement of Niles Trammell, NBC president, on the network's television policy [see story on this page], when it was presented to the more than 100 executives of NBC stations attending the network's third annual War Clinic, held at the Waldorf-Astoria, New York, Feb. 28 - March 1.

Video Future Bright

Three-day session, conducted by William S. Hedges, NBC vice-president in charge of stations, was the first of a series of five such meetings, scheduled for the Henry Grady Hotel, Atlanta, March 5-7; Baker Hotel, Dallas, March 9-11; Drake Hotel, Chicago, March 13-15, and Biltmore Hotel, Los Angeles, March 20-22.

John F. Royal, vice-president in charge of new developments, said NBC has taken a step towards leadership in the video field by securing first and exclusive use of outstanding war films for presentation on WNBT, network's video station in New York.

O. B. Hanson, vice-president and chief engineer, announced that NBC has arranged with the RCA institute for a concentrated technical television course, probably of six weeks duration, for technical staff members of NBC's affiliate stations who can thus receive preliminary training in the engineering requirements of television. Mr. Hedges said he would investigate the possibility of having the course given in other cities in addition to New York.

C. L. Menser, vice-president in charge of programs, revealed plans to build an experienced staff and Charles P. Hammond, promotion director, reported that his department is already studying promotion projects.

1944 Plans Laid

Network executives reported on the activities of their departments during the past year and plans for 1944 and led discussions of meth-

(Continued on page 47)

Chicago Network Stations, AFM Agree

More Musicians to Be Hired Under New Contract

AGREEEMENT on the terms of a new contract between the network stations in Chicago and Local 10 of the American Federation of Musicians in that city, to succeed the former contract expiring Jan. 31, was reached last Wednesday.

Officials of the stations and union will meet early this week to work out details, with expectation that contracts will be ready for signing by the end of the week. Wednesday meeting was held under the shadow of a strike threat by the AFM, which had set a deadline of midnight Wednesday after a last-minute 24-hour postponement of its original Tuesday midnight deadline.

Staff Increases

Major item in the new pact, which is to run for three years, is an agreement that each station will employ five additional staff musicians immediately and five more at the end of a year, so that at WMAQ (NBC), WENR (Blue) and WBBM (CBS) the present staffs of 35 musicians will be increased to 40 for the coming year and to 45 for the remainder of the contract. WGN (MBS) now employs 32 staff musicians, so it will hire 37 the first year and 42 thereafter.

This represents a compromise from the AFM demand that the networks increase their employment of musicians in Chicago to a parity with that in New York, where CBS, Blue and NBC now employ 65 men and WOR, Mutual key station, 40, and from the network counter-proposal that no change be made in the number of men employed.

A further compromise was made on the question of vacations and overtime pay, the union foregoing its original demand for two-week vacations with pay for all staff musicians but winning its proposal that time-and-a-half be paid for all overtime work.

Union also won increases for music librarians, with head librarians going from $75 to $90 a week and their assistants from $60 to $75 weekly. However, the networks are making it clear that the former contracts are not merely to be revised in these regards, but that the whole documents are to be reexamined in the light of the settlement of national problems as agreed to by James C. Petrillo, AFM national president, and top network executives in a series of conferences that preceded the opening of negotiations between the network stations and AFM locals in New York, Chicago and Hollywood.

One of these national problems, which the networks have insisted must be settled on a uniform basis, is that of delayed broadcasts. At present this is a constantly recurring problem, with varying rules established by different AFM locals which result in constant confusion. It is understood an agreement was informally reached that will permit any network program, either sustaining or commercial, to be given a delayed broadcast by either a single station or a regional group at any time within seven days of the original network broadcast, regardless of the reason for the delay.

Another problem is that of the handling of recordings, which the AFM declares to be a proper function of musicians, despite the fact that it is now a duty of technical employes as a part of their handling of all mechanical and electrical apparatus, including turntables. Mr. Petrillo is said to have proposed, and the networks to have accepted, that this work of platter-turning be turned over to musicians at all owned and operated stations, as now done in St. Louis and Chicago.

Official stand on this matter at CBS, where the technicians are members of the International Brotherhood of Electrical Workers, like the AFM, an affiliate of the American Federation of Labor, is that the question is one for the two unions to fight out, with the network abiding by the decision.

As Mr. Petrillo is said to have made his demands to become effective only after the expiration of current contracts and as the CBS-IBEW pact still has some time to run, there is believed to be no immediate problems here. Eventual settlement will award platter-turning to AFM, it is believed, on the basis of a decision made some years ago by William Green, AFL president, which gave this jurisdiction to the AFM.

NBC and Blue technicians, however, are members of National Assn. of Broadcast Engineers & Technicians, an independent union, which has issued a demand to NBC that only NABET members perform the work of plate-turning in NBC's Chicago studio. When the NABET contract was drawn, control over all mechanical equipment was given to NABET, and the union claims that an exception made for Chicago at that time expired Jan. 31 with the termination of the NBC and Blue contracts with the AFM Chicago local. National NABET contracts with these networks terminates May 31.

N. Y. Negotiations

WOR New York also has a contract with NABET, but its problem is not immediate as this contract still has more than a year to run. No confirmation could be secured on reports that the NABET-AFM jurisdictional dispute might be solved by the absorption of NABET into IBEW.

Negotiations between the networks and AFM Local 802 in New York are progressing amicably, it is reported, with the two groups meeting each Wednesday to discuss terms of a new contract. In Los Angeles negotiations are reported to have reached the final stage, with a contract expected soon.

U. S. Rail Board Arranges For Purchase of Radio Time

ARRANGEMENTS for Government purchase of radio time to recruit railroad workers have been worked out between the Railroad Retirement Board and the OWI Domestic Radio Bureau, it was disclosed last week.

John D. Hymes, deputy chief of the Bureau, in a memorandum to regional station relations chiefs, advised that OWI had registered "strenuous objection" to RRB's former practice of using paid newspaper space and requesting free radio time. The Board has just informed the Bureau, he said, that it has changed its budget so it may legally spend advertising funds for radio.

Atlanta Test

"They have agreed," he continued, "to use paid time on the radio wherever possible in their future promotions, either exclusively or in a proportionate share with the other media." The new procedure, he stated, will be given its first test in Atlanta.

Mr. Hymes instructed the OWI station relations offices to advise RRB regional representatives on use of radio, to assist them in dealing with stations, to work out financial arrangements and help them in planning their radio campaigns. "In some cases where RRB buys time," he suggested, "I am sure that you will be able to get stations to give them additional support where an emergency exists."

RRB campaigns have been somewhat of a "sore spot" in OWI's relations with stations, Mr. Hymes explained, many of the broadcasters having objected strongly to carrying free time for the agency while space was being purchased in newspapers. When OWI relayed these objections to RRB, it was advised that the agency had no appropriation for

(*Continued on page 48*)

THREE BROADCASTERS who attended the meeting of the NAB Sixth District in Memphis were (l to r): Gene Tibbett, newly appointed station manager of WELO Tupelo, Miss.; Charles Godwin, Southern station relations manager for Mutual, New York; Bob McRaney, general manager of both WCBI Columbus, Miss., and WELO. The Tupelo station, under construction, is the tentative new outlet for Mutual, and is expected to open about May 1.

DOZEN FM OUTLETS REQUESTED OF FCC

FCC ROLE of applicants for new FM stations was increased by a dozen last week, one of which, Broadcasting Corporation of America (KPRO), Riverside, Cal., also applied for a Channel 3 commercial television station.

Following are listed last week's FM applicants and their standard broadcast affiliation, if any. (Facilities requested may be found in FCC Actions on page 60.)

Valley Broadcasting Co., Steubenville, O. (WSTV); Liberty Broadcasting Co., Pittsburgh (Valley and Liberty managements are affiliated, with interests in WSTV WJPA WKNY); WFBM Inc., Indianapolis (WFBM); Westchester Broadcasting Corp., White Plains, N. Y. (WFAS); Monumental Radio Co., Baltimore (WCAO); Capital Broadcasting Co., Washington, D. C. (WWDC); Plaza Court Broadcasting Co., Oklahoma City (KOCY); Drovers Journal Publishing Co., Chicago (WAAF); Broadcasting Corp. of America, Riverside, Cal. (KPRO); Gazette Co., Cedar Rapids, Ia.; WDEL Inc., Wilmington, Del. (WDEL); Associated Broadcasters Inc., Bethlehem, Pa. (WEST).

WAVE Response

FIRST indication of the response to the North Carolina WAVE recruiting campaign, in which radio has been the spearhead [BROADCASTING, Feb. 21], was revealed last week by Lt. Armand S. Deutsch, USNR, of the public relations office's branch radio section. Requests for the promotion booklet "The Story of You in Navy Blue" at the Raleigh recruiting center, had increased 700% above normal a week after the start of the drive Feb. 21.

New Local Requested

FINGER Lakes Broadcasting System late last week filed with the FCC an application for a new local standard station to serve the Sampson Naval Training Station, New York. Gordon P. Brown, owner and general manager of WSAY Rochester, N. Y., is owner of Finger Lakes Broadcasting. Facilities requested are 1240 kc, 250 w. It was reported that the station will use idle equipment which will be released by WSAY in the new near future when it shifts to 1 kw on 1370 kc.

Clean Out the Funny Money Programs

Paying Cash for People to Listen Criticized by Survey Expert

By C. E. HOOPER

C. E. HOOPER in 1934 left Daniel Starch to establish his own firm, bringing competition to the field of radio audience measurement. He is credited with having developed single-handedly the now generally accepted coincidental method of measuring radio audiences. Hooper operates a "radio audience measuring pool" shared in by major commercial interests in radio as follows: Stations 44.6%; agencies 37.4%; networks 9.7%; advertisers 5.8%; miscellaneous 2.5%. Here are his views.

IT HAPPENS about once a year. I have a cold. I stay in bed. I wade through an accumulation of magazines. You know, a couple of *Reader's Digest*, a *Harper's* with something in it I've been saving for this occasion for months, L. L. Bean's Spring Catalogue, *Field & Stream*. You know the experience. You read leisurely. You don't miss anything.

I try to get caught up on radio that week too. But it doesn't work the same. I miss three-quarters of it in the daytime and seven-eighths of it at night, when powerful New York independent stations can be heard in South Norwalk in addition to the New York Network outlets. Why? Well, that's the problem of radio's future I want to talk about. With radio, the listener can hear but one program at a time, and the opportunity to pick it up later, at your leisure, is not provided. I hear some great plans for the future. We are going to have FM! We are going to have television! That is going to be wonderful, for whom?

Dividing the Audience

It can be, for everybody, only if radio learns some lessons from experiences it is having *right now*. Only if the basic phenomenon of radio is never forgotten, namely, *beyond a certain point the number, almost the nature, of the programs put on the air, fail to increase further the number of listeners.* Rather, the newcomers serve only further to divide the already existing audience.

What is going on now? A year ago between the hours of 6:00 p.m. and 10:30 p.m. (EWT), 70* hours of sponsored network programs were carried on the four major networks. The average rating was 12.4*. Do you know the situation now? 81½* hours are currently carried. The average rating? 11.0.

Let's reduce it to simple arithmetic:

$$\frac{70}{81\frac{1}{2}} = \frac{11.0}{12.4}$$

The equation is not perfect, but isn't it an impressive relationship? To approach the point from another way, let us compare the increase in number of hours of sponsored network programming with radio's basic measurement, Sets-in-Use. While radio's volume of sponsored network entertainment and information changed level from 1942 to date, the following changes occurred in average Sets-in-Use:

Month	*Year*	*No. Sponsored Net. Hours*	*Sets-in-Use*
Feb.	1942	71½	34.7
Feb.	1943	70	33.9
Feb.	1944	81½	32.1

If the current level of Sets-in-Use represents a ceiling, do you want to divide that total two more ways? Or a dozen more times if we can believe that some of the plans can come true? Again I say, this will be wonderful, for whom? The listener?

Current set use totals are developed under economic conditions in which production budgets ranging from $10,000 to $25,000 per week are poured into programs which are so good that upwards of 1/5 of the homes in America listen to them every week. Think of it, some 26,000,000 or more people actually exposed to an advertisement all at the same time. What happens? The entertainment is so good it's the talk of the country on the following morning. The advertising is so effective that merchandise melts from the shelves the next morning. If those production budgets or their equivalents on radio's headliners are not maintained in post-war radio, Sets-in-Use will shrink.

So, if radio is going to improve itself technically, let's do it maturely. Let's correlate the economic with the engineering factors. If FM represents a technological improvement, let today's stations supply it with the same programs being transmitted AM. Let the extra service be given as a bonus coverage until such time as more listeners tune FM than AM. When that day arrives, AM can be the bonus service until it is no longer demanded by listeners.

C. E. HOOPER

Television? Must this be a competitor to radio? Have you tried to get any tickets to a radio production in New York or Hollywood lately ? Don't tell me you've got to put on a production like "Ben Hur" or "The Birth of a Nation" to give radio "eye appeal" If FM is to convey sound for television, why not let that happen as the next step in the conversion of radio's service to listeners, orderly like, without killing the goose that is laying such bright, shiny, golden eggs for listener, advertiser, and broadcaster alike.

Or maybe the figures on evening listening patterns given above did not convince you. Want to look at daytime?

Month	*Year*	*No. Sponsored Net. Hours*	*Average Rating*
Feb.	1943	56½	6.1
"	1944	78¼	5.3

Let's turn that into an equation:

$$\frac{56\frac{1}{2}}{78\frac{1}{4}} = \frac{5.3}{6.1}$$

Again it's not perfect because that's not the whole story, but you get the idea.

You note that reference is not made in the above table to "Sets-in-Use". It calls for some special comment. Some unhealthy things are going on daytime in radio which don't happen so much in the evening. Admittedly, daytime network programming currently represents a more varied pattern than a year ago. Sets-in-Use is, therefore, bound to be up. Why "bound to"? Because so many people were previously "home and awake" but not previously listening daytimes, it was easy to lure them with a pattern of programming more broadly appealing. Furthermore, good programming can lure still more of them if radio will but provide it.

But while daytime sponsored network programming has been improving in quality, a back wash has set in during hours when those same network affiliates (some of them) and other independent operators are providing their own program content. Think of it. In these lush days, in this seller's market, stations are paying money to listeners *to reward them for listening!* I came out of the publishing field into radio. We had free circulation books hanging on fringe of the business.

Some of them have actually acquired quite an air of respectability at least in the business paper field. But the rest of the publishers *charged* for their papers. They *never paid people* to take them. In other fields of merchandising, we find the fellow who operates on a price appeal. Sometimes the Cut-Rate Drug Store prices are low, but they always get *something* for what they offer for sale and they never hand out money *with* the merchandise.

The title of this article is Post-War Radio. Daytime Radio is kidding itself now into thinking it is healthier than ever before. True Sets-in-Use are up:

Month	*Year*	*Average Daytime Sets-in-Use*
Feb.	1943	15.8
"	1944	16.9

But when we said "To what program are you listening?" to a woman tuned to a network affiliate during President Roosevelt's dedication of the Destroyer *Senegalais*, she wasn't uttering an anti-administration wise-crack when she said, "To that Funny Money-Man". She was uttering the death sentence to that kind of programming. The execution is scheduled for the Post-War era. By the end of the war, buyers who are now throwing tax dollars to anyone who can lay claim to an audience on any grounds will not only be possessed of the techniques for determining the kind of attention they are buying but will be using them to locate a *value-conscious listening public* in a highly competitive world. Buyers for whom advertising dollars will then have *to work* and *to deliver* will be as scornful of a "something for nothing" audience as when competition is keen.

The marginal operator, who is maintaining his position artificially during these lush days, will disappear from radio just as he will disappear in all other lines of commercial activity.

There is one way and one time for radio's marginal operator to clean house: Build a sound program structure and prepare to be a permanent part of Post-War Radio. It is *now*, when every commercial operator is growing sleek and fat on the calamities the war has visited upon media.

*Source of all these figures are "Network Hooperatings"

Fly's Whitewash Probe Plan Accepted by Lea Committee

Minority Members Protest Procedure; Counsel Not Named; Hearings Resume March 6

ACQUIESCING to demands of FCC Chairman James Lawrence Fly that the Commission be heard immediately, even without Committee general counsel, majority members of the House Select Committee to Investigate the Commission agreed late Friday to resume hearings today (March 6), it was learned.

Reports were that the minority members, Reps. Wigglesworth (R-Mass.) and Miller (R-Mo.) vigorously protested resumption without counsel but were voted odwn by Chairman Lea (D-Cal.) and Reps. Hart (D-N.J.) and Magnuson (D-Wash.). Following the meeting Chairman Lea issued a statement in which he said "after some discussion the Committee voted to authorize the chairman to make appointments of all employes subject to approval by the Committee."

"So far no selection of a chief counsel for the Committee has been made," the announcement continued. Harry S. Barger, chief investigator and himself an attorney, will serve as "acting attorney".

Fly Requests Resumption

"The date for beginning hearings was not set, but probably will be announced soon. The hearings of the Commission (sic) at this time will be confined to charges preferred against the Commission in the hearings heretofore held," the statement concluded. Rep. Miller branded as a "lie" the statement that no hearing date had been set.

"Over the protests of Mr. Wigglesworth and I the majority agreed to resume the hearings Monday (March 6)," declared Rep. Miller. Rep. Wigglesworth also asserted that the majority agreed to resume hearings today with the FCC on the stand.

In a letter last Wednesday to Chairman Lea, Mr. Fly said: "I am impelled once again to request that the Commission be given a prompt hearing before the Select Committee."

Chairman Fly, pointing to the fact that the Committee's legal staff "is somewhat depleted", suggested that "in view of the competence of Committee members and of the documents and information in their possession and in view of the further fact that the Commission's staff will carefully organize material to be presented, I think it clear that the Committee can proceed with a thorough-going hearing."

Following the resignations on Feb. 25 of Mr. Garey and three assistants, two investigator-attorneys, James C. Dunn and Thomas Kavanaugh, resigned last Wednesday. As BROADCASTING went to press the Committee's staff consisted of Mr. Barger and Harvey Walker, investigator-attorney; Mildred Cox, secretary, and Lillian Curry, clerk.

Last Friday's reported action came on the heels of an explosive two-hour session on the House floor Tuesday afternoon when Rep. Wigglesworth demanded that Chairman Lea resume hearings in the WMCA sale or resign. Chairman Lea took the floor to defend his action. So did Rep. Hart. He bitterly denounced Eugene L. Garey, who resigned the previous week in a letter charging the chairman and majority members with whitewashing the Commission investigation.

Before the House adjourned, all five members of the Committee and other Congressmen had spoken. Rep. Miller commended Mr. Wigglesworth and himself asked for 30 minutes to address the House Tuesday (March 7). Rep. Magnuson also asked for time Tuesday, indicating that the fight on the floor between the majority and minority members over the Committee's procedure would be continued.

Rep. Francis Case (R-S.D.) tossed a bombshell into the House after Rep. Wigglesworth spoke, when he said he had been advised by a broadcaster-constituent that Mr. Fly sought the constituent's influence in restoring a 1½-million-dollar cut to the FCC appropriation (see page 53). Reps. Dies (D-Tex.), chairman of the House Committee Investigating Un-American Activities, and Hoffman (R-Mich.) also spoke.

Charges Coercion

Denouncing the White House, Dept. of Justice, FCC "and other New Deal officials and advisors, past and present, for obstruction, intimidation and underhand tactics in a continuous attempt to sabotage the work of the Committee," Rep. Wigglesworth told his colleagues "I rise to report charges of political coercion or blackmail . . . to condemn the action of the majority members of the Committee in the absence of the minority members."

For years, he said, he has advocated an investigation of the FCC believing that "investigation was imperative with a view to remedial legislation in the national interest". Mr. Wigglesworth cited instances wherein through Presidential order certain witnesses were forbidden to testify before the Committee and certain documents requested were withheld from the probers.

"Generally speaking," he asserted, "the full force of the Administration has been thrown

(*Continued on page 58*)

FIGURES ON PROMOTIONAL material distributed to NBC affiliates during Parade of Stars campaign drew undivided attention of this West Coast agency-network quartet at Los Angeles dinner meeting Feb. 21. Devoted to promotional results, session was last in an across-the-country series staged by the network. Fact-and-figures minded group are (l to r): James West, West Coast manager of Dancer-Fitzgerald-Sample; Lew S. Frost, assistant to Sidney N. Strotz, NBC western division vice-president; Nate Tufts, Hollywood vice-president and radio director of Ruthrauff & Ryan; Robert Hixson, vice-president of Hixson-O'Donnell Adv.

Field Pays $700,000 for WJJD Including CP For FM Station

ACQUISITION of WJJD Chicago by Marshall Field, department store owner and publisher, for approximately $700,000, was announced last Thursday by the station. All of the common stock of WJJD Inc. and 360 of 900 outstanding shares of preferred stock were purchased by Mr. Field personally from Ralph L. Atlass, Leslie Atlass, P. K. Wrigley and A. M. Linick. Horace L. Lohnes, Washington attorney, represented Mr. Field, and W. Theodore Pierson the stockholders in WJJD.

The transaction, stemming from the FCC's so-called "duopoly" order, was completed subject to customary FCC approval. The same stockholders are principal owners of WIND Gary-Chicago, which overlaps WJJD coverage. The FCC's recent dismissal of the newspaper divorcement orders (79 and 79-A) likewise opened the way for Mr. Field's acquisition of the station. Mr. Field is publisher of the *Chicago Sun* and of *PM*, New York.

Acquired in addition to WJJD is an outstanding construction permit for an FM station to serve Chicago's metropolitan area. Frozen under the WPB-FCC war regulations, Mr. Lohnes announced in Mr. Field's behalf that reinstatement of CP would be promptly sought, following FCC approval, and construction completed as soon as possible.

WJJD operates on 1160 kc with 20,000 w limited time. The station has been outstanding as an independent operation.

Mr. Wrigley, chewing gum manufacturer, real estate operator and owner of the Chicago Cubs, is principal owner of WJJD, holding approximately 35% of the common stock, of which 15,000 shares were outstanding. Ralph Atlass holds approximately 25%; his brother, Leslie, CBS vice-president in Chicago, approximately 20%; and Mr. Linick, identified with the station management, approximately 10%.

The 15,000 shares of common stock are being acquired for $660,000, at the rate of $44 per share. The price per share of the preferred stock was $100, or $36,000 for the 360 shares acquired, leaving 540 shares at $100 per share outstanding. Acquisition of the remaining preferred shares would bring the overall price to $750,000.

According to the sales contract, the sellers guarantee the balance sheet as of Jan. 31, 1944. The balance sheet shows current assets of approximately $225,000 and a net worth of about $320,000. Replacement value of technical equipment and studios was estimated at $200,000. The station has current contracted business of between $400,000 and $500,000.

Function Separately

Mr. Field said that it was his intention to continue the same type of operation and that it will function apart from the *Sun*. "In all respects WJJD will retain its identity as a separate, individual enterprise, rendering the best possible radio service to the people of this community," Mr. Field stated.

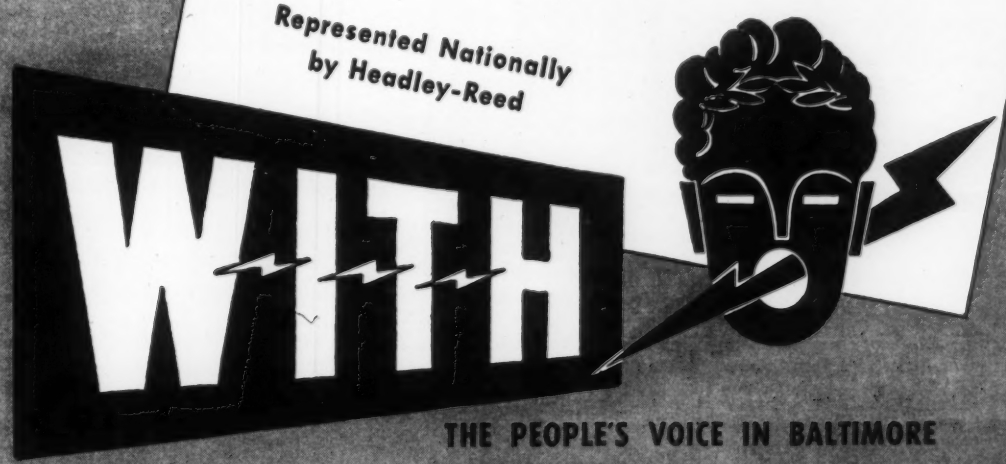
Mr. Field was identified with the ownership of WJWC Hammond-Chicago, which surrendered its license in January 1943. The station had operated at a loss during the preceding year. John W. Clarke, now a lieutenant colonel in the Army serving in the Mediterranean theatre, had acquired controlling interest in the station before surrender of its license. At the time the station ceased operation, it is understood Mr. Field held approximately $150,000 of outstanding shares.

THOUGHT THEY WERE RADIO ORPHANS!

We're talking about those Baltimore wartime workers who play while others sleep. They wanted good radio entertainment. And they wanted it all night long. W-I-T-H found the answer. Not with just a "recorded music" show . . . or a lot of smart-time talk. But solid entertainment . . . music, news and live, brisk fun. They're joining "The Night Owl Club" in droves. It's THEIR radio program. Here's listener loyalty that's typical of W-I-T-H. The kind that has always produced the lowest-cost-per-dollar spent. Time is available.

TOM TINSLEY, President

Represented Nationally by Headley-Reed



THE PEOPLE'S VOICE IN BALTIMORE
ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK

Religious Policy Tightened by Mutual

Sunday PM No Longer Available; Ban on Fund Appeals

A NEW POLICY curtailing commercial religious programs, with major impact of the restrictions falling on its top sponsor, Gospel Broadcasting Assn., was announced last week by Mutual Network, through its sales manager, Edward W. Wood.

New policy, which goes into effect Sept. 15, 1944, will eliminate all commercial religious programs from the afternoon and evening periods on Sunday, and will limit air time to a half-hour.

Most drastic measure is that prohibiting appeals for money, raising the question as to whether some of the religious institutions can and will continue on the air without the opportunity to obtain revenue from radio listeners.

Action Taken by Board

As it looked last week, however, the sponsors will accept the new regulations and continue on the network, which is in the unique position of being the only one of the four major networks to accept any sponsored religious time at all.

Action was taken by the board of directors, meeting with Mutual shareholders in New York, Feb. 2, but no official word was received until last Monday when Mr. Wood made his announcement.

Rumors had been circulating that Mutual might discard all commercial programs. Formation of Associated Broadcasting Corp. [BROADCASTING, Feb. 21] to operate as a "per-occasion" network, confining its activities to religious programs for the present, gave further indications of changes in the religious broadcasting picture. According to C. W. Kuning, general manager, ABC was organized to handle "the radio broadcasting facilities of a large number of radio stations for the benefit of certain clients, some of whom have been using the facilities of other networks for many years."

Mr. Wood announced "all commercial religious programs will be aired on Sundays before 1 p.m." The change in policy, he stated briefly, prohibits solicitation of funds and limits air time to one-half-hour.

The new ruling affects the Gospel Broadcast Assn. on all three counts. Heading the list of Mutual clients with a total of $1,566,103.83 in billings for 1943 [BROADCASTING *Yearbook*, 1944] Gospel sponsors the *Pilgrim Hour* on 160 stations 2-3 p.m. and *Old-Fashioned Revival* from 7-8 p.m. on 203 outlets. Both would have to be reduced to half-hours and moved into a morning period, with money pleas stricken out. Contract for *Pilgrim Hour* was recently extended to Oct. 1, 1944. Other programs affected by the edict, most of them soliciting funds in one way or another, include *Young People's Church of the Air*, sponsored on 160 stations 9-9:30 a.m., which signed a 52-week renewal last August through Ivey & Elington, Philadelphia, and *Voice of Prophecy*, sponsored on 167 stations by a group of the same name. It originates from KHJ Los Angeles and is heard at 9:30-10 a.m. and again at 11:30-12 noon. Agency for the latter is George C. Hoskin Associates, Chicago and Glendale, Cal.

Lutherans to Continue

Other commercial programs are Rev. John E. Zoller's *Wesley Radio League*, sponsored on 136 stations by the WRL, 11-11:30 a.m., and *Radio Bible Class*, heard on 172 stations 10-10:30 a.m. under sponsorship of Radio Bible Class. Both programs are handled by Aircasters Inc., Detroit. The latter program originates at WLAV Grand Rapids, Mich., station owned by Leonard A. Versluis, founder and president of the ABC network.

Lutheran Layman's League, sponsor of the *Lutheran Hour*, actually only a half-hour program on Mutual, has every intention of continuing on Mutual under the new policy, according to Gotham Adv., New York, agency. Program will have to move from its present 1:30 p.m. spot to an earlier time. Agency stated that the only reference to money needs occurs in a brief sentence at the close of the program. Originating from KFUO, Lutheran-owned station in St. Louis, the program is sponsored on a total of 450 stations, including the full Mutual network of 218-220 stations plus 20 non-Mutual stations in this country. Program is revised, transcribed and broadcast over 210 stations in 24 countries, including Canada, Brazil and Mozambique in Africa.

Speaking as general manager of Mutual's New York affiliate. Theodore C. Streibert, who is also executive vice-president of Mutual, stated there would be no change in WOR's policy not to carry any commercial religious programs. New York outlets for these programs are WHN and WMCA. The same general policy has held for WGN, Mutual's Chicago outlet, although a few months ago it was relaxed to carry the *Lutheran Hour*.

New policy will have the effect of tightening the Sunday program structure, leaving the afternoon period open for various types of entertainment programs for the benefit of listeners not interested in the religious type of broadcasts, according to a Mutual spokesman.

CHARLES URQUHART, former production manager of NBC central division, added to his collection of cast-autographs with that of commentator Alex Drier. Pvt. Urquhart, stationed at Camp Crowder, Mo., where he is teaching basic training for the Signal Corps, is on furlough while recovering from a fractured heel.

NBC Late Dramas

IN A RADICAL departure from the usual late evening programming, NBC on April 12 will start a series of full-hour dramatic programs to be broadcast from 11:30 p.m. to 12:30 a.m. each Wednesday-Thursday. Titled *Arthur Hopkins Presents*, the series will present radio versions of some of the Hopkins stage successes, produced personally by Mr. Hopkins and adapted by Wyllis Cooper, in charge of program development for NBC. Dramas already scheduled for broadcast are: "The Philadelphia Story", "Burlesque", "Anna Christie", "Liliom" and "Our Town".

SUCCESS VIA AIR HALTS NAVY DRIVE

SUCCESS of the six-week V-5 Navy recruiting drive held Dec. 20-27 and Jan. 6-Feb. 10 was so marked that the Navy has cancelled the OWI allocation for a second campaign scheduled to begin March 13. Radio was employed more extensively than other media, and is most responsible for V-5 enlistments going far over the 6,000 goal, according to Lt. Hazel Kenyon Markel, liaison officer to the OWI radio bureau.

Designed to reach the eligible 17-18 age level, the campaign was handled through the special assignment plan of allocations. Big name orchestra programs such as Harry James, Fred Waring, Sammy Kaye, Roy Shields, Guy Lombardo carried recruiting announcements to appeal to their listeners of that age group. Other shows to broadcast V-5 spots were: *Full Speed Ahead, Songs of the Service, Chicago Theatre of the Air, Silver Theatre, Bill Stern.*

The number of Naval Aviation enlistments at the end of the first week period of the drive, Dec. 20-27 was 1,468. The goal set was 6,000. By the conclusion of the second section of the campaign, Jan. 6-Feb. 10, the total Navy V-5 enlistments had jumped to well over the 6,000 goal.

OWI reported that 168,050,000 listener impressions were obtained as a result of 92 special assignments. The drive was a joint project of the Navy Procurement Division and OWI Public Relations.

Authority of FCC to Require Recording Of All Networks Challenged by MBS

MUTUAL Broadcasting System last week challenged jurisdiction of the FCC in its proposed rule to require networks to record all programs. The challenge was laid down in a short brief filed on behalf of MBS by its Washington counsel, Louis G. Caldwell.

Briefs were filed by CBS and Michigan Radio Network. NBC and the Blue posted letters, NBC suggesting amended wording. Mark Woods, Blue president, advised that his network could abide by the rule "without undue hardship" except where split network programs, originating at affiliates, are not cleared through master control. NAB was granted additional time to assemble facts.

Oral argument is scheduled before the Commission en banc at 10:30 a.m. March 15. Final date for filing briefs and requests for oral argument was last Wednesday.

"Mutual does not waive, but expressly reserves, its right to question the Commission's power to adopt such a rule . . . which would be outside the jurisdiction of the Commission (having to do with the rights and duties of parties involved in claims based on defamation)," said the brief. Although Mr. Caldwell declined comment, the challenge was believed based on the Commission's public notice, announcing Order 119, which said in part:

"The Communications Act — basic statute under which the FCC operates—prohibits the broadcast of any information on lotteries (Sec. 316) and the use of obscene, indecent or profane language on the air (Sec. 326). In carrying out its obligations under these sections of the Act, it frequently becomes important for the Commission to know what was said on a particular program."

Specifically MBS filed two objections to the rule at this time: (1) the cost; (2) shortages of manpower, critical materials and equipment. Oral argument was waived. Mutual recommended that the rule not be adopted, but that if it is the effective date be postponed until the end of the war or "such time as there ceases to be a critical material shortage".

Based on recording from one station only, Mutual estimated the rule would entail an expenditure of $15,950 the first year and

(*Continued on page 50*)

The normal hunger for news is stimulated and amplified in a nation at war, and Westinghouse Station KYW provides a steady flow of complete, thorough, authentic, up-to-the-minute news.. 88 broadcasts per week!

Throughout KYW's service area, from the Atlantic to the Alleghenies, millions hear other fine programs, too.. highlighted by NBC's Parade of Stars, and carried clearly by the power of 50,000 watts.

Ask NBC Spot Sales how KYW, Philadelphia, gives service to the advertiser by giving service to the listening public. KYW, chosen by ever-increasing numbers of local advertisers, should be on your *national spot schedule.*

KYW
PHILADELPHIA
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES

Atlantic Refining to Maintain Last Year's Baseball Budget

Jamboree Program Planned for Days When No Game Is Played; Split Set-up in New England

ATLANTIC REFINING Co., Philadelphia, has completed plans to sponsor major league baseball games in Philadelphia, Pittsburgh and Boston, with negotiations still under way for the broadcast of the Baltimore Orioles games, International League team in Baltimore. No other games are contemplated with the major league schedule including the games of the Athletics and Phillies in Philadelphia, Pittsburgh Pirates in that city and the Boston Braves and Red Sox in the New England area.

The Atlantic schedule provides a split sponsorship of the Boston games on the Yankee Network in New England, originating with WNAC Boston; a regional network in the Eastern Pennsylvania area of 11 stations with WBIG Philadelphia, picking up the games; and WWSW Pittsburgh, originating the games in that city for a regional Western Pennsylvania network of nine stations.

Equals Last Year

Continued as a good-will gesture, radio budget for the baseball broadcasts is equal to that of last year, according to Wallace Orr, account executive of N. W. Ayer & Son, Philadelphia, handling the account. The radio budget last year was approximately $500,000.

For the first time, provisions have been made for days that the play-by-play descriptions are not carried by any of the stations, either because the game has been called off due to the weather or it being a night game which a station is unable to carry because of previous time committments. In that event, Atlantic Refining has arranged to sponsor a 50-minute *Sports Jamboree*, 3:10 to 4 p.m. The program will consist of sports news and recordings.

Stations picking up the Philadelphia games from WIBG include: WGAL Lancaster; WEST Easton, WAJL Hazelton, WRAW Reading, WKLK Sunbury, WORK York, WKBO Harrisburg, WSAN Allentown, WILM Wilmington, Del.; WFPG Atlantic City. In Western Pennsylvania, originating with WWSW Pittsburgh, the station list includes WISR Butler, WKST New Castle, WERC Erie, WJPA Washington, WCED DuBois, WJAC Johnstown. In addition, the games will be carried by WWSW-FM, FM adjunct of the originating station in Pitsburgh.

Announcers assigned to handle the broadcasts include Rosey Rowswell and Jack Craddock in Pittsburgh, Byrum Saam and Claude Haring in Philadelphia, and Tom Hussey in Boston.

Outlook for the 1944 baseball season is good, according to Mr. Orr. Last year, he pointed out, the club owners did not think they would be able to complete the season, particularly because of the threat of air raids, test black-outs being staged and the exodus of ball players into war industries and armed forces. For the coming season, Mr. Orr said, the club owners have all assured Atlantic Refining they will see the season through, even if they have to put nine old men out in the field.

In charge of Atlantic Refining advertising is Joseph R. Rollins, advertising manager.

Insurer May Extend

MUTUAL LIFE INSURANCE Co., New York, is considering extension of its radio advertising upon completion of a 13-week test campaign. A series of 39 five-minute transcriptions, titled *The Wounded Don't Die*, dramatizing the work of the Army and Navy Medical Corps, started Dec. 17 on WJDX Jackson, Miss.; KFH Wichita, Kan.; WGBI Scranton, Pa.; KGO San Francisco. Agency is Doremus & Co., New York.

LINTON IN LOS ANGELES

RAY LINTON & Co., station representative organization, has announced the opening of a Los Angeles office at 403 W. 8th St., phone Van Dyke 9348. Robert W. Walker, for ten years in the newspaper representative field in San Francisco and Los Angeles, has been appointed manager of the new office.

Borden's Policy

BORDEN FARM PRODUCTS, New York, will use its new weekly half-hour program featuring *Louis Sobol* on WOR New York [BROADCASTING, Feb. 21] to build consumer goodwill, and on occasion to interpret to the public and to dealers new Government regulations on milk products. It has been titled *Bright Lights of New York*. Agency is Young & Rubicam, New York.

Old Golds and Gillette Sponsor Big League Ball

P. LORILLARD Co., New York (Old Golds) will sponsor broadcasts of the Washington Senators' 1944 games, while Gillette Safety Razor Corp., Boston, will air all the home games of the New York Giants and Brooklyn Dodgers. The Washington Senators' games on WOL Washington will be announced by Russ Hodges and Arch MacDonald. Under the contract, 89 day and 47 night games will be broadcast, with WWDC carrying night games due to previous WOL commitments. The cigarette concern will also sponsor the pre-season schedule of the Brooklyn Dodgers on WHN New York, as well as the regular summer series.

Agency for P. Lorillard is J. Walter Thompson Co., New York. Maxon Inc., New York is the agency for Gillette Safety Razor Corp., Boston, which has radio rights to all home baseball games of the N. Y. Giants and Yankees to be broadcast on WINS. Home games of the Dodgers at Ebbett's field will be covered by direct broadcast, while coverage of the out-of-town games will be based on wire reports. Negotiations are in progress between the Giants and the Dodgers to allow WHN to cover meetings of the two teams at the polo grounds by direct broadcast, and reciprocally for WINS New York to pick up the Giants-Dodgers games at Ebbett's Field.

DEADLOCK BROKEN IN CROSLEY CASE

A DEADLOCK between technicians and the management of WLW-WSAI Cincinnati on terms of a new contract was broken last week by a last-minute agreement calling for a wage scale believed to be one of the highest in the country for an independent station. The agreement sets a minimum wage of $50 with rates ranging to $85. Contract is for two years, effective March 1, subject to the approval of the National War Labor Board.

According to officers of local 1224, International Brotherhood of Electrical Workers (AFL), the deadlock was settled when the Crosley management accepted the union's wage proposal and the union in turn adopted two minor provisions. Leo J. Byrne, U. S. Conciliation Commissioner, aided in the final negotiations.

Reports that the technicians were planning to strike was discounted by Lawson Wimberley, international representative of IBEW, who declared the union's discussions with the management have been on friendly terms, with both sides eager to negotiate a new contract before expiration of the previous agreement. At a meeting Feb. 29, the last day of its contract the local had voted to insist on its wage demands, Mr. Wimberley explained, and this action may have been interpreted as a strike threat. The wage scale provided in the agreement with WLW-WSAI is the same as the IBEW contract with CBS, Mr. Wimberley said. He regards the rates as satisfactory.

DAD'S SPOTS

DAD'S ROOT BEER Co., Chicago, began sponsorship Feb. 14 of a series of station breaks on WBBM Chicago, Mondays, Wednesdays and Fridays. Contract is for 52 weeks, placed by Malcolm-Howard Adv. Agency, Chicago.

Networks Plan Coverage of Invasion

Extreme Caution Urged In CBS Coverage By White

FIRST DETAILS of network plans to cover the invasion of Europe were disclosed last week in a memorandum distributed by Paul White, CBS director of public affairs and news broadcasts, to the network's news staff.

NBC Makes Plans

Warning news writers and broadcasters to exercise extreme care in presenting news accurately and unemotionally, without misleading verbiage or emphasis, Mr. White outlined the expanded duties of the shortwave listening post, engineering, announcing, program, traffic, press information and other network departments when the first news flash that the invasion has begun throws the network into immediate 24-hour daily operation.

Similar arrangements have been made at NBC it was learned, where a general policy has been adopted that at the time of the invasion the newsroom will become the core of NBC operations, maintaining control of the network as long as conditions warrant it, interrupting and cancelling other programs whenever necessary.

Mutual, since the beginning of the war, has maintained "a continual state of news alert," John D. Whitmore, manager of the MBS news division, told BROADCASTING. The network's system of news coverage has worked so well in the past, he said, that no special revamping of men and facilities is necessary in advance of the invasion, when "our forces will be mobilized as for any other major news event."

At the first announcement of the invasion, Mr. White's memo states, CBS Network Operations will assign production men, engineers and announcers to Studio 9 on a 24-hour basis, to be maintained until the men are released by the News Department. It may be necessary for Traffic to have a man on duty throughout the day and night, the memo says, both for ordering foreign pick-ups and arranging overtime network operation. The Program Department may also be called on to supply programs throughout the night.

Prompt Coverage

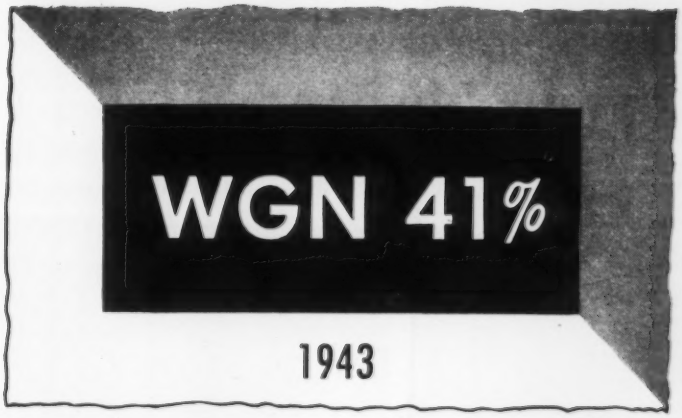
The CBS Listening Post, the memo continues, will operate on a considerably augmented schedule, with additional monitors and technicians and extra teletype operators so that the news "processed" by the listening station will be made available rapidly and comprehensively to the CBS staff, the press associations and the New York daily papers.

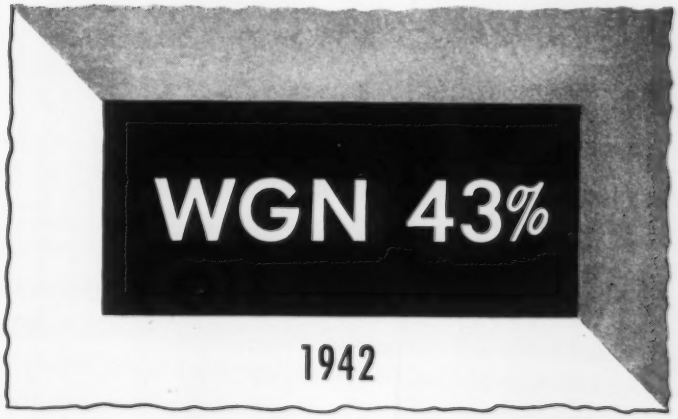
Members of the Press Information staff will be assigned to the News Department from the beginning of the invasion, "so that a record of broadcasts may be kept continuously up-to-date and the press serviced with cabled and

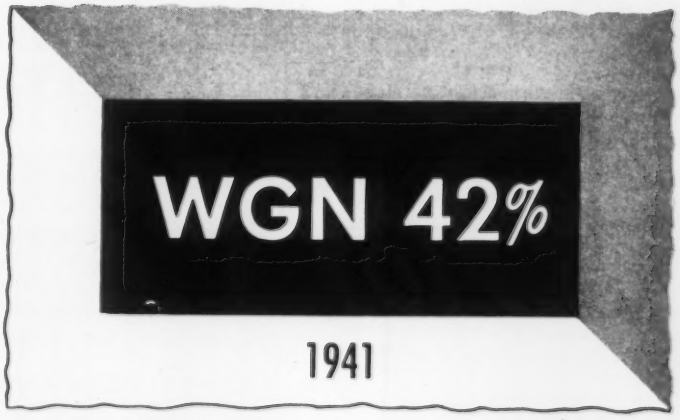
(*Continued on page 52*)

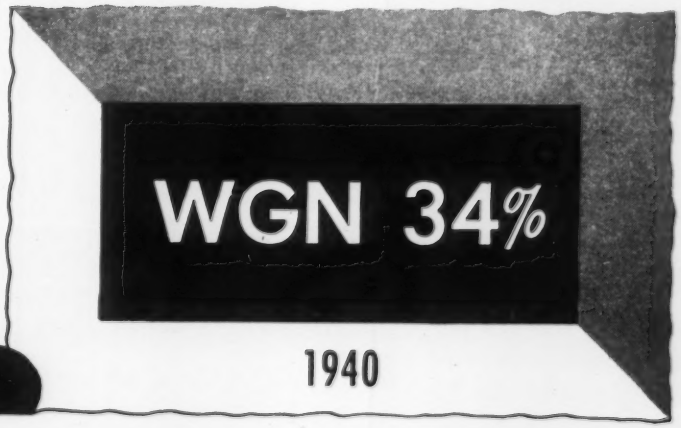
in the Chicago gallery

Here's the picture in Chicago!
For four years WGN has led all major Chicago stations in the volume of local and national spot time.
In perspective, this can only be testimony to the marked ability of WGN to produce sales for its advertisers.









a clear channel station

Chicago 11, Illinois
50,000 watts, 720 kilocycles

WGN

mutual broadcasting system

Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y.
Paul H. Raymer Co., Los Angeles 14, Cal.; San Francisco, Cal.

Transfers Totaling $549,900 Granted to Nine Applicants

KGBX-KWTO Separated, Allentown Call Pub. Co. Relinquishes WSAN-WCBA Control, KGEZ to Talbot

STATION SALES totaling more than $549,900 were authorized by the FCC last week as nine applications for relinquishment and transfer of control were granted. Two of these, which had been submitted simultaneously by KGBX and KWTO Springfield, Mo., are pursuant to the Commission's rule on multiple ownership in the same or overlapping areas.

WFTL Ft. Lauderdale, Fla., was granted voluntary assignment of construction permit and license from Ralph A. Horton to the Ft. Industry Co. [see story this page] for $275,000. Move of the WFTL main studio from Ft. Lauderdale to Miami, Fla. was also authorized.

Allentown Grant

Consent to the relinquishment of control by the Allentown Call Publishing Co. of Lehigh Valley Broadcasting Co., licensee of WCBA and WSAN Allentown, Pa., was authorized and involves stock sales of approximately $44,900. WSAN was granted modification of license to change hours of operation from sharing with WCBA to unlimited time, the call letters of WCBA being deleted.

In the Springfield, Mo., duopoly dissolution, Springfield Newspapers Inc., which owns all but 4 of 250 shares class B stock in KGBX, acquires 99.2% interest in KGBX through the purchase of all (250) shares of the class A stock from Lester E. Cox (118 shares), Ralph D. Foster (84.5 shares), C. Arthur Johnson (40.5 shares), and L. M. Magruder (7 shares) for total sum of $25,000. The relinquishing parties in the KGBX transaction acquire 500 shares of class B stock in KWTO for a consideration of $100,000 from Springfield Newspapers (496 shares), and H. S. Jewell, T. M. Duvall, Tams Bixby Jr., Jeanne Bixby (each one share).

Interest holdings in the two stations now are as follows: KGBX—Springfield Newspapers, 496 shares (99.2%) Messrs. Jewell, Duvall, Bixby and Jeanne Bixby, each one share; KWTO—Mr. Cox, 472 shares (47.2%); Mr. Foster, 388 shares; Mr. Johnson, 162 shares; Mr. Magruder, 28 shares.

In the Lehigh Valley Broadcasting transfer 495 shares (77.14%) at $90.72 per share are sold by Allentown Call to Royal W. Weiler (50), J. Calvin Shumberger Sr. (165), David A. Miller (15), Fred W. Weiler (115), Samuel W. Miller (50), Donald P. Miller (50) and Miller Associates (50). These acquisitions are prorated according to the interests held by each of this group in Allentown Call. B. Bryan Musselman, a clergyman, retains 147 shares (22.86%) and Allentown Call retains one share.

Mr. Shumberger is vice-president and controller of Allentown Call, which publishes the *Allentown Morning Call* and the *Chronicle & News*. Royal Weiler is president and general manager and David Miller is vice-president and managing editor. All three are officers and directors of Lehigh Broadcasting.

KGEZ to Talbot

Authority for the sale of KSLM Salem, Ore. by H. B. Read, sole owner, to Paul V. McElwain and Glenn E. McCormick for $69,000 was granted. Mr. Read is retiring from the broadcasting business. Mr. McElwain, who gets 130 of the total 150 shares, and Mr. McCormick, who receives the remaining 20 shares, have sold their respective holdings in KBKR Baker, Ore. to Marshall E. Cornett and Lee W. Jacobs, both of Klamath Falls, Ore.

The KBKR transfer application is included among those granted early last week. Mr. McElwain's 130 shares (76.47%) in KBKR, Mr. McCormick's 39 shares (22.94%) and his wife's one share are sold for $20,000. Mr. Cornett, former Oregon State Senator, receives 150 shares and Mr. Jacobs, new KBKR manager and a former program manager of KFJI Klamath Falls, receives 20 shares.

KGEZ Kalispell, Mont. was granted consent to voluntary assignment of license from Donald C. Treloar, sole owner, and the lease of all property used in the operation of the station to A. W. Talbot for $15,000, which covers the first three years of the 20 year lease. Rate of the lease is $5,000 per year. Mr. Talbot also acquires an option to buy KGEZ for $16,000 after 156 months from the effective date of the contract. Mr. Treloar will assume parttime management of the station for two years. Mr. Talbot owns KEVR Seattle and KEVE Everett, Wash. He has pending applications for a new station for Missoula, Mont. and one for Billings, Mont.

WIAC Transfer

Voluntary assignment of license of WIAC San Juan, Puerto Rico was granted from Enrique Abarca Sanfeliz, station owner, to Radio Station WIAC Inc., a new corporation formed to take over the operation of the WIAC, Senor Sanfeliz receives 1440 shares in WIAC Inc., of which he is president.

Yankee Network Inc. was granted assignment of licenses to the Winter Street Corporation, parent company. No monetary consideration is involved.

FCC Grants WFTL Acquisition By Ft. Industry for $275,000

AFTER a 10-month pendency, the FCC last Tuesday approved the sale of WFTL Fort Lauderdale, Fla. 10,000-watt outlet, to Fort Industry Co., for $275,000. Simultaneously, it approved transfer of the main studios to Miami.

The seller is Ralph A. Horton, retired investment banker, who entered the agreement last May. President and principal owner of Fort Industry Co. is Lt. Com. George B. Storer, USNR, now on duty as materiel procurement officer in the 9th Naval District, Chicago.

The Commission approved the transaction after an intensive investigation which included a hearing last fall in Miami. The station is on 710 kc., on which it began operating last year with 10,000 w. Prior to that it was a 250-watt local.

Coverage Condition

In granting WFTL modification of license to move its main studio from Fort Lauderdale to Miami, the Commission said it was subject to the condition that in the event the field intensity in the Miami business district proves to be inadequate, the station will operate with a directional antenna both day and night instead of nighttime only.

Comdr. Storer announced from Chicago that Stephen A. Vetter will continue as managing director of the station under the new ownership. He will report to George W. Smith, executive vice-president of Fort Industry and directing head of WWVA Wheeling, and L. A. Pixley, Fort Industry general manager in Detroit. Mr. Pixley also heads the Standard Tube Co., Storer enterprise engaged in Government contract work. The Fort Industry Co. stations, in addition to WFTL and WWVA, are WMMN Fairmount, WLOK Lima, WHIZ Zanesville, WAGA Atlanta, WSPD Toledo.

The application for transfer, filed by Andrew W. Bennett, Washington attorney, covered acquisition of equipment and property valued at $181,000, plus several mortgages, which brought the figure to $275,000. A claim against the sale entered by Mr. Vetter, based on a previous contract with Mr. Horton, was settled.

The WFTL transaction had been inquired into by the House select committee investigating the FCC, but was not covered in the formal hearings.

N. Y. Times Files Petition for WQXR

Price of Station $1,100,000; FM Outlet Is Included

ACQUISITION of WQXR New York, and its FM adjunct, WQXQ, by the *New York Times*, for approximately $1,100,000, is sought in a formal application filed last week with the FCC by the newspaper and Interstate Broadcasting Co., present licensee. Announcement previously had been made of an agreement covering the sale [BROADCASTING, Feb. 7].

Applications both for the transferor and transferee were filed by Philip G. Loucks, Washington attorney. John V. L. Hogan, president and principal owner, and Elliott M. Sanger, executive vice-president and part owner of the station, remain as directing heads under a five-year contract.

First for Times

The transaction marks the first venture of the *New York Times* into the broadcasting field, though it has been identified with radio communications for many years. It pioneered in point-to-point radio transmission of news and is identified with the operation of Press Wireless Inc., cooperative radio news organization.

The *Times* is an applicant for an FM station in New York. If the Commission approves the transfer of Interstate, which includes FM station WQXQ, it will withdraw its pending application, the papers state.

The balance sheet of Interstate for the year ended Dec. 1, 1943 showed total income of $468,590 and expenses of $446,225, with a net operating profit of $22,365. A paid-in surplus as of the year's end was approximately $200,000.

Mr. Hogan, one of the country's foremost consulting radio engineers and eminent inventor, established WQXR in 1936 with Mr. Sanger. The station always has emphasized high fidelity operation, and has specialized in classical music. It operates on 1560 kc. with 10,000 w power. Sale of time on the station increased from approximately $37,000 in 1937—its first full year of operation—to $411,800 in 1943.

In announcing the transaction last month, Arthur Hays Sulzberger, president and publisher of the *Times*, stated that there would be no change in executive direction or in program policies of WQXR. All of the stock of Interstate was acquired, including the 1,000 shares of preferred held by Time Inc. *Times* news bulletins, currently on WMCA for three minutes at the beginning of each hour, will be continued for the present.

Mr. Sulzberger also announced the appointment of Nicholas Roosevelt, former deputy director of OWI, as "liaison executive between the newspaper and the stations." Mr. Roosevelt is a former editorial writer for the *Times*.

"HERE'S A BILLION DOLLAR BUSINESS

-part of the KFAB area's wealth"

These days, the farmer who has hogs, has *dollars*...cash on the hoof. And that is why we're doing so well here in Nebraska where most farmers DO have hogs.

If you've never thought of hog-raising as being important to YOUR business, consider this: The Omaha stockyard pays out more than a million dollars a day to farmers of this territory. One day's business recently reached the world record of *four million dollars.* That's big business.

And it's a lot of cash for Nebraska farmers ...cash they can spend with you. But hog-raising isn't their only source of money—not by a long shot. Nebraska is a leader in many lines of farming and we farmers grow diversified, sure-income crops.

We keep track of the hog-market and the world at large through our good neighbor, KFAB, in case you ever want to get in touch with us. It's been that way for 20 years or more.

"The **BIG** Farmer of the Central States"

KFAB

LINCOLN **OMAHA**

780 KC - 10,000 WATTS BASIC COLUMBIA

Represented by EDWARD PETRY COMPANY

Radio Planning Big Convention Coverage

31 Stations, 6 Nets Will Broadcast GOP Meeting

THE BIGGEST story on the domestic political scene—the Republican and Democratic national conventions—will be covered en masse by radio this year, with 31 independent stations, and two regional networks supplementing the regular spot reporting of the four major networks and the radio news association services. These radio registrations for reporters and commentators are for the Republican National Convention in Chicago June 26.

It is the first time in broadcasting that stations have gone out in such numbers to do a first-hand news job. The GOP Convention coverage will be duplicated at the Democratic National Convention, also scheduled for Chicago. The political conventions coverage is seen as a forerunner of more intensive news coverage generally.

D. Harold McGrath, superintendent of the Senate Radio Correspondents' Gallery, who will supervise the radio galleries at both the GOP and Democratic National Conventions, disclosed last week that applications of the six networks, the radio news services and 31 stations are for a total of 148 seats, indicating that these stations plan to supplement network and wire service coverage with "local" angles.

Regionals Plan Coverage

Regional networks which have filed applications are Yankee and West Virginia. Both regionals plan to do special broadcasts of interest to their respective territories, as well as general coverage. Howard L. Chernoff, managing director of the West Virginia Network, said his organization plans to interview West Virginia delegates at both Conventions, in addition to general broadcasts covering the meetings.

Yankee's coverage will be handled by the newly-established Yankee News Bureau, under the direction of Jack R. Reed. It will include direct pickups and probably some recordings, in addition to special wire news, Mr. Reed said.

In addition to the American radio newsmen, representatives of the British Broadcasting Corp., which also covered the 1940 conventions, will be at both political meetings this year to write copy for shortwave broadcast to Britain. Press Assn., radio subsidiary of Associated Press, and Trans-Radio Press, each serving broadcasters, will cover strictly from a radio news viewpoint, UP will cover through its general news wires, as will INS.

Although Feb. 15 was fixed as a deadline for filing applications with Mr. McGrath for seats in the radio gallery at the GOP Convention, the superintendent said several stations had filed tentative requests, contingent upon definite decisions and completion of plans. He estimated that at least another half-dozen stations may seek permission.

Only four stations and the then three major networks covered the 1940 conventions [BROADCASTING, June 15, July 1, July 15, 1940]. They were WLW-WSAI Cincinnati, WPEN and WIP Philadelphia. All except WPEN have made application to cover the 1944 Conventions, with WLW the only station filing request so far for direct pickups.

During the 1940 Republican Convention WLW scored a world beat by interviewing Wendell L. Willkie, the nominee, a few minutes after his nomination. Although Mr. Willkie's party had banned all personal broadcasts, the Crosley station had made a previous arrangement with the candidate before his nomination, to do a broadcast in which he was interviewed by Peter Grant, then chief announcer and newscaster.

Recordings Planned

That many of the stations covering the GOP Convention this year plan to record interviews and commentaries was indicated by the large number of requests for transcription facilities. Accordingly Wells (Ted) Church, radio director of the GOP National Committee, has arranged with the U. S. Recording Co. to install studios and handle such transcriptions.

"We decided to have one company do the job at a low price rather than have several setting up studios," said Mr. Church. "Stations will pay for their own recordings but the arrangement with U. S. is that nobody will be overcharged."

Again, the major networks will do a fulltime coverage job, although to conserve manpower and equipment they will pool their facilities [BROADCASTING, Feb. 7]. In addition to serving affiliates in this country the networks plan to beam Convention coverage overseas to troops in war theatres and to Allied nations.

MBS Plans

Mutual's plans have not been completed but Tom Slater, director of special features, will supervise the conventions, coverage, assisted by Adolph Opfinger, MBS program director; John Whitmore, manager of the network's news division, and Lester Gottlieb, public relations chief.

Frank Schreiber, general manager of WGN Chicago, will be in charge of Mutual's arrangements at the conventions. Royal Arch Gunnison, formerly of Manila, P.I., and now attached to New York headquarters, will present the overseas angle. Arthur Evans, political reporter of the *Chicago Tribune*, will present his analyses. From Washington Fulton Lewis jr., Walter Compton, Theodore Granik and Arthur Sears Henning, the latter chief of the *Tribune's* Washington bureau, will represent MBS. George Lang and Dale O'Brien, WGN announcers, have been assigned to the conventions' broadcasts.

William F. Brooks, NBC director of news and special events, has assigned all the network's top commentators and news reporters, as well as a staff of editors and writers to cover both conventions. He will be assisted by Francis C. McCall, manager of operations of the news and special events department.

NBC to Televise

NBC also plans to use its television facilities, as it did in the 1940 Conventions. Sound motion pictures of the proceedings will be flown to New York for telecasting over WNBT. Among the NBC commentators and reporters assigned to the Conventions are: H. V. Kaltenborn, Lowell Thomas, Carey Longmire, Robert St. John, Morgan Beatty, Robert McCormick, Richard Harkness, Alex Drier, Don Hollenbeck, John W. Vandercook, Louis P. Lochner, W. W. Chaplin and Leif Eid.

The NBC conventions staff will include two special announcers, two traffic operators, and a large crew of stenographers, stenotypists and messengers. Technical equipment will be under the supervision of George McElrath, NBC operations engineer. The press department will be represented by John McKay, manager; Sydney Eiges, assistant; Everett Bragdon, trade news editor; Richard Connelly, staff writer, and Sydney Desfor, chief photographer, all of the New York office, as well as Jack Ryan, head of the Chicago press department.

White in Charge

CBS operations, to be supervised by Paul White, director of news broadcasts, will be set up in the Stevens Hotel, with Bob Trout, commentator, in charge. Commentators and reporters representing CBS will include Elizabeth Bemis, Quincy Howe, Everett Holles, Ned Calmer, Douglas Edwards, Bill Henry, Joseph C. Harsch, Robert Lewis, Don Pryor, and Bill Costello. In charge of color highlights will be Bill Slocum Jr., director of CBS special events and sports.

Following is a list of registrants for the GOP Convention, as announced by Mr. McGrath:

Networks—BBC, Blue, CBS, MBS, NBC, West Virginia Network, Yankee Network.
Radio Wire Services—Press Assn., Trans-Radio Press.
Individual Stations—KGNO Dodge City, Kan.; KSO-KRNT, Des Moines; KGER Long Beach, Cal., KGFW Kearney, Neb.; KORN Fremont, Neb.; KFVD Los Angeles; KGLO Mason City, Ia.; KMPC Beverly Hills, Cal.; KPAS Pasadena, Cal.; KPRO Riverside, Cal.; KSTP St. Paul; KTMS Santa Barbara, Cal.; KUOA Siloam Springs, Ark.; KWK St. Louis, KXOK St. Louis.

WAAF Chicago; WBT Charlotte, N. C.; WCFL Chicago; WEBR Buffalo, N. Y.; WGAR Cleveland; WIP Philadelphia; WJDD Chicago; WJR Detroit; WLS Chicago; WLW-WSAI Cincinnati; WMFM Milwaukee; WNBH New Bedford, Mass.; WRJN Racine, Wis.; WTAD Quincy, Ill.

LISTENER PREFERENCES for the *Consumer Time* program (Saturdays, 12.15 p.m.) as expressed in letters to the War Food Administration and NBC set the standards for this public service show's spring schedule prepared last week in a meeting of WFA and NBC officials at WRC Washington. Discussing program subjects are (in the customary sequence) Nancy Osgood, WRC producer; Fred Shawn WRC Program Manager; B. W. Molohon, Assistant Radio Chief, Office of Distribution, WFA; Margaret Cuthbert, NBC's director of women's and children's programs; Granville E. Dickey, *Consumer Time* script writer; E. J. (Mike) Rowell, Radio Chief, Office of Distribution, WFA; Everett Parker, assistant to the manager of NBC's public service department.

Peanut Council Series

NATIONAL PEANUT Council, Atlanta, is planning a nation-wide institutional campaign through it's publicity and advertising agency, J. Walter Thompson, New York. Radio is being considered.

One of our twin selves moves to a glamorous NEW HOME!

With our complete facilities in St. Paul, KSTP now has the outstanding production center in each of the rich Twin Cities. As a matter of fact, our Minneapolis-St. Paul studios and offices are greater than those of all other Twin City stations combined.

The Minneapolis half of KSTP is now located in the most stunning entertainment center in the Midwest . . . the Northwest's own dazzling Radio City.

Radio City in Minneapolis brings together in one impressive building the Northwest's largest and finest theatre, seating 4400 people, and KSTP's ahead-of-the-minute new studios (including provision for future television developments). It's the Twin Cities' major center of interest, visited every day by throngs of Twin Citians and folks from all over Minnesota.

Naturally, this new development is making Minnesota people more KSTP-conscious than ever. Locally, we're telling listeners about Radio City by means of newspaper ads, 24-sheet posters, triple-size car cards and rural magazine and screen advertising... And all this spotlighting of KSTP is going to mean *more listeners*—urban and rural—for KSTP advertisers!

And remember . . . our *complete facilities* in *each* of the Twin Cities enable us to give detailed attention and comprehensive service in *both* cities to *all* our accounts. With this new capacity for greater service—plus the audience that comes from being the exclusive NBC outlet for the Twin Cities—plus a continuous, statewide promotional campaign to keep our audience steadily growing—KSTP is now more than ever before the Northwest's leading radio station.

Exclusive NBC Affiliate for the Twin Cities

KSTP
Minneapolis...St. Paul

50,000 Watts
CLEAR CHANNEL

THE NORTHWEST'S LEADING RADIO STATION

Represented Nationally by Edward Petry and Company

Capital News Office Started by Yankee

WJW Also to Get Service From Washington Bureau

ESTABLISHMENT in Washington of the Yankee News Bureau, to provide news coverage from the Nation's Capital for the 21 stations comprising the Yankee Network and WJW Cleveland, was announced last week. Operations were to begin today (March 6) under direction of Jack R. Reed, who serves William O'Neill, president of General Tire & Rubber Co. and of Yankee Network, as assistant in the radio division.

Following a week of tests, in which five-minute newscasts were telegraphed to the Yankee stations and WJW, the News Bureau today was to begin a daily five-minute Washington feature, to be broadcast over the Yankee stations at 6:25 p.m., Mr. Reed said. Although he has not yet completed his Washington staff, he said tentative plans call for direct pickups and special transcriptions within a short time.

Special Material

Plans for the news bureau anticipate special interviews with Congressmen serving states and districts in which Yankee stations are located on questions of local and national interest. If a station served by the bureau queries for special interviews or stories, the bureau will provide them, Mr. Reed added.

"We believe our listeners are vitally interested in Washington," said Mr. Reed, who has been in the Nation's Capital the last month laying the groundwork for the bureau. "For the time being we will telegraph our daily five-minute roundup but we plan to do a complete job of coverage. We have felt that radio stations, as newspapers can provide distinctive and exclusive coverage for their listeners by maintaining Washington correspondents."

Office of the Yankee News Bureau have been established at 1026 17th St. NW, where General Tire has offices. Before becoming assistant to Mr. O'Neill, Mr. Reed was news director of WJW when that station was located in Akron. He created and wrote the Philip Keyne-Gordon news commentary, a feature of MBS.

Shipbuilder Renews

SUN SHIPBUILDING & Drydock Co., Chester, Pa., has renewed its entire radio schedule for 13 weeks, covering eight programs a week for the war plant's help-wanted messages on WFIL Philadelphia, commencing Feb. 28. Three series are sponsored, including a half-hour weekly patriotic-dramatic show, *Sweet Land of Liberty; Tom Moorehead Sports*, thrice-weekly 10-minute show, and *To Whom It May Concern*, a five-minute open letter series four times weekly. Placed direct.

FUN FOR WOUNDED SERVICEMEN

WMAL, Rotary Club and Entertainers Provide Weekly Program at Hospitals

CONVALESCENTS in Army and Navy hospitals near Washington each Friday hear the WMAL Washington Rotary Club Entertainment Unit put on its weekly show. Featuring professional entertainers who volunteer their time, the 2½-hour program includes two broadcasts which originate direct from the hospitals, Walter Reed, Forest Glen, and the Navy Medical Center, in rotation.

Patients gather in the recreation hall of the hospital and bed-ridden have earphones. At 2 o'clock the program begins with the Curtis Bay Coast Guard Band, every player a former member of a big name swing band.

A quarter-hour of horseplay is a warm-up for a broadcast quiz show. Volunteer teams are chosen, one of boys from the Pacific Campaign, the other from the Atlantic. From 2:30-3 p.m., the quiz goes on the air over WMAL Washington. Each week $50 in prizes is awarded.

From 3-3:45 the talent, many appearing at Loew's Capitol Theatre, puts on a show just for the servicemen. Red Skelton, Jose Iturbi, Nan Blackstone, Little Jack Little are among those who have taken part. Often, the unit includes a personality in the news, such as Lord Halifax or Baukhage. Little Jack Little, a weekly feature, originates his Blue Network Treasury broadcast 3:45-4 from the hospital.

Each week the entertainment reaches from 600 to 700 men in the auditorium and an additional 1,200 by earphones installed by the American Amplifier & Television System. That company donates the public address setup.

According to Jack Edmunds, WMAL program director, active in planning the programs, servicemen, doctors, nurses, Red Cross and all those familiar with the hospital show are enthusiastic about the plan, which could be duplicated throughout the nation.

The Rotary Club furnishes transportation for the acts and pays all incidental expenses. Serving on the planning committee are: Kenneth Berkeley, general manager of WMAL; Jackson Weaver, WMAL m.c.; Carter Barron, Loew's Inc. executive; Al Cox, chairman, Leo May, Washington business men; Dan Holland, manager of the Coca Cola Co. in Washington.

WCPO Acquires Space; News Policy Is Revised

WITH removal of offices and studios of WCPO to the Carew Tower, Cincinnati's tallest building, Mortimer C. Watters, vice-president and general manager of Scripps-Howard Radio, announced a new news policy for the station, which he described as an innovation.

Jack La Rue, former managing editor of the *Cincinnati Enquirer*, will appear on each of the station's 15-minute newscasts, utilizing the last five minutes for an analytic commentary of the straight news broadcast during the first 10 minutes. He will appear on every WCPO news broadcast daily from 9 a.m. to 6 p.m. with the commentaries.

WCPO, pioneer of the "news and music" formula in metropolitan radio, has occupied 4,000 feet of space in the Carew Tower, Mr. Watters announced. For the last seven years it has been located in the Keith Bldg. The newsroom studio of the station remains in the *Cincinnati Post* building, newspaper affiliate of WCPO, which is owned by Scripps-Howard Radio.

Local Shoe Discs

COMMONWEALTH SHOE & Leather Co., Whitman, Mass., has started its fourth annual spring campaign for Bostonian and Footsaver Men's shoes. A series of 12 half-minute transcribed spot announcements have been made available to Commonwealth dealers for local placement. Agency is Fuller & Smith & Ross, New York.

Galleries to Elect

ANNUAL meeting, at which officers for the coming year will be elected, is scheduled by the Radio Correspondents' Galleries of Congress for 2 p.m. (Wednesday, March 8) at the NBC Washington studios. Present officers are: Eric Sevareid, CBS, president, on leave; Earl Godwin, Blue, vice-president and acting president; Richard Harkness, NBC, secretary; Rex Goad, Transradio Press Washington manager, treasurer; Fred W. Morrison, editor-in-chief for Fulton Lewis jr., MBS, immediate past president and ex officio. D. Harold McGrath is superintendent of the Senate gallery and William Vaughan is acting superintendent of the House gallery, during the absence of Capt. Robert M. Menaugh, now on duty with the War Dept. in Washington.

Maj. Byron Appointed

MAJ. EDWARD BYRON, now returned from the South Pacific where he established the shortwave news station, Radio Guinea, has been named head of the radio unit, Army Services Forces, Public Relations Group, Bureau of Public Relations, War Dept. In his new post, he will be in charge of production of several programs including, *The Army Service Forces Present* on Blue, and *Your Army Service Forces*, the Mutual series designed to explain the functions of the branch to women listeners. Maj. Byron was previously with WLW Cincinnati, and was owner and producer of *Mr. District Attorney*.

LATIN CAMPAIGNS TO BE EXPANDED

EXPORT ADV. AGENCY, Chicago, is expanding radio coverage in Latin America for several old accounts and beginning new campaigns in the foreign market. Campaign starting dates may be prolonged for 30 days, depending upon censorship. All contracts vary from 13 to 52 weeks.

Frederick Stearns & Co., Detroit (pharmaceuticals), with an established Latin American trade, has contracted three radio stations in Columbia, five Cuba stations, and one station in each of the following: Mexico, Panama, Peru, Puerto Rico, Venezuela.

Wintersmith Chemical Co., Louisville (tonic), is enlarging its radio schedule to include nine Columbia radio stations, two stations in Cuba, and one station in Costa Rica, Mexico, Dominican Republic, Panama, Puerto Rico.

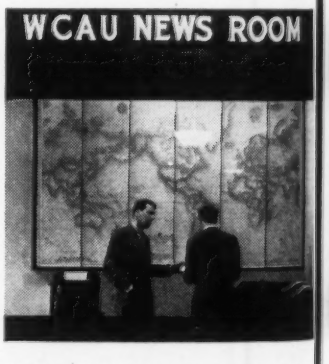
Citrus Products Co., Chicago (Kist soft drinks) is expanding a newspaper campaign to radio coverage in the following countries: Honduras, Guatemala, Dominican Republic, Chile, Hawaii, Puerto Rico, Nicaragua, Panama, Alaska.

Mentholatum Co., Wilmington, Del. (Mentholatum), a Latin American radio advertiser for over 25 years, plans expansion in several Latin American countries.

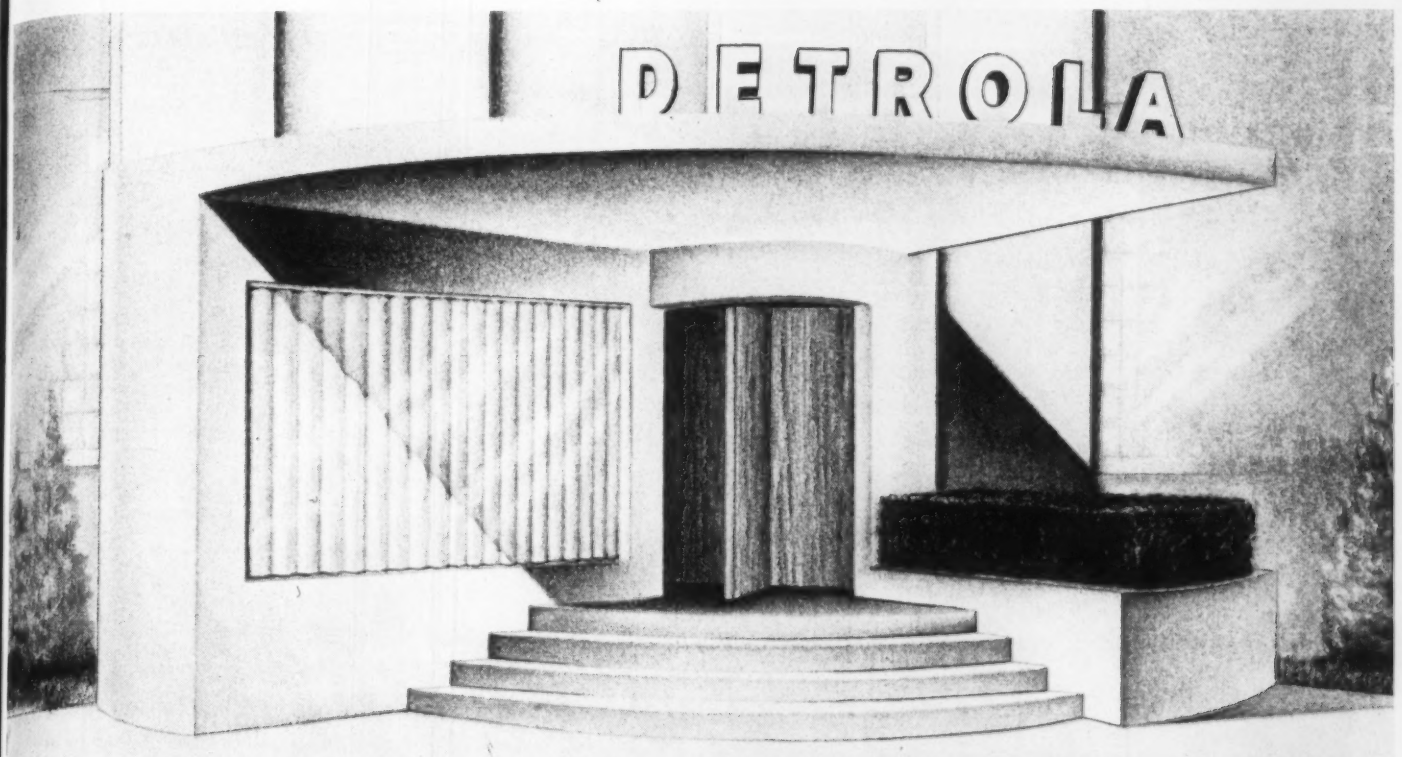
Bauer & Black, Chicago (Dr. West tooth brushes) will use dramatized one-minute spot announcements in Mexico, Columbia, Venezuela and Cuba.

NRDGA Clinic

SALES PROMOTION division of the National Retail Dry Goods Assn. will hold a sales promotion clinic at the Netherland Plaza Hotel, Cincinnati, April 4-6. First day's session will be devoted to problems in newspaper advertising, with window and interior display problems dealt with the second day and those of radio advertising the final day of the meeting.



PREPARING for post-war period when visitors will again be permitted to tour radio stations, WCAU Philadelphia has set up a new newsroom, complete with neon sign. The new studio, in line with the station's expansion in news coverage, will be officially dedicated on I-Day, the station preparing to remain on the air for 24 hours on the eventful day of invasion. Bud Reinhard, WCAU news editor, discusses a story on the wire with one of the newsroom staff writers (back to camera).



PORTAL to PRECISION for War and Peace

Shown here is the proposed new doorway to Detrola's offices and laboratories. It will soon be a part of the building—to serve not only as a practical and functionally beautiful entrance-way, but to stand as an outward symbol of the many changes that have brought the NEW DETROLA into being. Today this great radio-electronic plant is streamlined throughout—with new research and engineering talent, new production facilities and hundreds of highly trained workers. All of these are dedicated, now, to the manufacture of highest quality war equipment. After Victory, in combination with the experience gained in war, they will be dedicated to the production of highest quality electronic products for civilian use. *Help Secure Victory and Make Victory Secure—Buy War Bonds.*

DETROLA RADIO

DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATFIELD, DETROIT 9, MICH.

C. RUSSELL FELDMANN dr PRESIDENT

COMPLETE G-E EQUIPMENT

for wide-range, high-fidelity FM broadcasting

1. ***FM Broadcast Transmitter.*** G-E two-section 1000-watt transmitter, consisting of basic 250-watt exciter and 1000-watt radio frequency amplifier. Others from 250-watt to 50-kw ratings.

2. ***FM Broadcast Antenna.*** Circular type — an exclusive G-E development. Easy to tune and adjust — increased power gain.

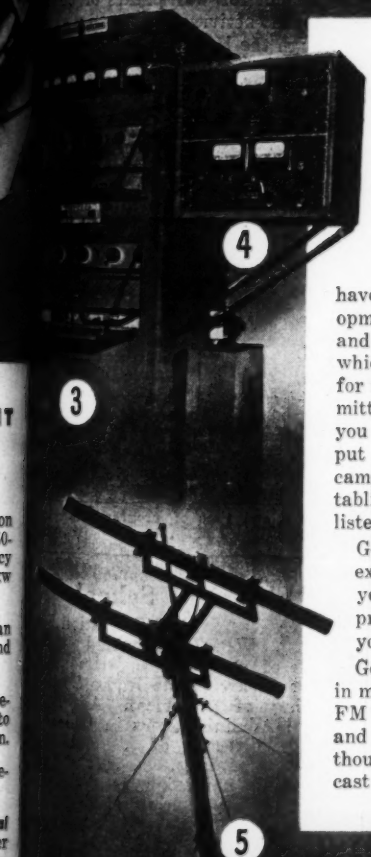
3. ***FM S-T Relay Transmitter*** (25 watts) for relaying, *without* wires, local studio programs to remotely located broadcast transmitter station.

4. ***FM Station Monitor*** for checking center frequency, percentage modulation, and fidelity.

5. ***FM S-T (studio-to-transmitter) Directional Relay Antenna*** that provides a 100-fold power gain when used at both the studio and station transmitters.

6. ***FM Receiver.*** Full fidelity FM with noise levels as low as the circuits themselves and less than 2% distortion.

7. ***Transmitter Tubes.*** Developed from a long list of G-E basic electronic-tube "firsts," G-E transmitter tubes carry the definite assurance of maximum economy, efficiency and service life.



WHEN you start planning your post-war FM station, make full use of General Electric's broad FM experience and "know how."

You can have the full benefit of the background and knowledge of the *only* manufacturer with experience in building the *complete* FM system . . . from transmitter right through to home receiver. You can have the full benefit of exclusive G-E developments such as the FM circular antenna, and the studio-to-transmitter relay system which enables you to establish your studio for maximum convenience and your transmitter for maximum coverage. And, when you install your G-E equipment, we will put on an aggressive FM receiver sales campaign in your area to help you establish your station and to broaden your listening audience.

General Electric's own FM broadcasting experience, which includes more than 3 years of programming through its own proving-ground station WGFM, will give you valuable programming information.

General Electric equipment is installed in more than a third of all the commercial FM broadcast stations now in operation; and six exclusive G-E *S-T* relays, with thousands of hours of continuous broadcast operation, are now serving their stations. These provide examples where practical operating and maintenance costs are a matter of record.

Thus does widespread *proof of performance* supplement the years of development and engineering that have made G. E. unquestionably the leader in FM radio equipment.

50 FM STATIONS ON THE AIR
80 APPLICATIONS PENDING

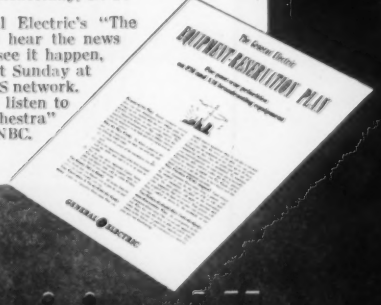
NOW IS THE TIME TO PLAN YOUR POST-WAR FM STATION

Write for "How to Plan an FM Station," along with other helpful booklets and bulletins on how other broadcasters established themselves; on FM transmitters, antennas, and associated equipment.

Reserve your post-war FM equipment now

General Electric offers you "The G-E Equipment-Reservation Plan." This plan will help you secure your place in radio broadcasting post-war. It will enable you to establish a *post-war priority* on a broadcast transmitter and associated equipment. It will enable us to plan definitely for quick post-war deliveries. Write for "The G-E Equipment-Reservation Plan"—address *Electronics Department, General Electric, Schenectady, N. Y.*

• Tune in General Electric's "The World Today" and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E "All Girl Orchestra" at 10 E.W.T. over NBC.



STATION AND STUDIO EQUIPMENT • TRANSMITTERS
ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

GENERAL ELECTRIC FM television AM

160-C6

See G-E for all three!

Marine Battle Discs

LATEST battle recordings arrived at Marine Corps Headquarters in Washington last week, in a matter of days after they were made in the war theatre. Speed-up in the air service make possible the release to the networks of an interview made Feb. 12 with members of a Corsair Fighter Squadron, which had just shot down 134 planes. S/Sgt. James L. Hardin Jr., formerly of WATL Atlanta, conducted the interview in the Bougainville area.

In Kansas City

the Swing is to WHB

AND WE INVITE YOU to 'phone us for availabilities if you're considering spot radio in this war-boom market. In strong second place all day long, "Your Mutual Friend" is Kansas City's Dominant Daytime Station... delivering the "most listeners per dollar" throughout the western half of Missouri and the eastern third of Kansas. For availabilities, call **DON DAVIS**

KANSAS CITY — Scarritt Building — HArrison 1161
NEW YORK CITY—507 Fifth Avenue—VAnderbilt 6-2550
CHICAGO — 333 North Michigan Blvd. — CENtral 7980
HOLLYWOOD—5855 Hollywood Blvd.—HOllywood 6211

KEY STATION for the KANSAS STATE NETWORK

Kansas City, Missouri • Wichita, Kansas • Salina, Kansas • Great Bend, Kansas • Emporia, Kansas

MONTHS: DECEMBER, 1943 - JANUARY, 1944 — KANSAS CITY

HOOPER STATION LISTENING INDEX

TOTAL COINCIDENTAL CALLS — THIS PERIOD 14,462

MORNING INDEX MONDAY THRU FRI. 8-12 A. M.	Station A 6.9	Station B 6.7	Station C 32.7	Station D 16.4	WHB 28.2	Station E 6.7
AFTERNOON INDEX MONDAY THRU FRI. 12-6 P. M.	Station A 13.2	Station B 8.1	Station C 20.4	Station D 30.9	WHB 23.0	Station E 3.5

Red Cross Drive and Victory Gardens Stressed on OWI War Packet for Week

CONCLUDING its 1944 campaign to raise $200,000,000, the Red Cross drive again heads the list of war messages scheduled by the OWI Domestic Radio Bureau for the week beginning March 27. Appeals will be carried through the Network and Station Announcement Allocation plans to the end of the month.

Three other subjects, scheduled on Station Announcement, are continued from the previous week. Especially important at this time is the campaign to encourage more Victory Gardens, the need for which is emphasized by announcement of the War Food Administration that civilians will have 19% less canned vegetables this year.

Garden Project

The value of Victory Gardens in contributing to the nation's food supply can be appreciated when it is realized that the gardens last year provided nearly half of America's total production of fresh vegetables. This enormous contribution —approximately 8,000,000 tons— was brought about by 20,000,000 gardeners, one-third of which were amateurs.

Radio stations can perform a highly patriotic service by urging listeners to plant gardens if space is available or join in community gardens in metropolitan centers and to enlist children in school gardens. Programs wishing to devote extra time to this campaign over and above allocations may do so through the OWI Special Assignment Plan. Stations interested should communicate with any of the following OWI Radio Bureau offices: New York, George Ludlam, 280 Madison Ave.; Chicago, Mrs. L. S. Schwartz, 75 East Wacker Drive; Hollywood, Cornwell Jackson, 1680 North Vine St.

Fight Waste messages continue reminders to listeners that critical resources must be conserved if military demands are to be met. Save Paper follows a similar theme, with emphasis on seeing to it that accumulations are sold or donated to salvaging organizations.

Messages informing listeners that declarations of estimated income and victory tax for 1944 must be filed by April 1 to bring everyone on a "pay-as-you-go" basis and appeals to continue strict conservation of rubber are scheduled on Network allocation. Recruitment of women for war plants or other essential activity is assigned through the National Spot plan.

OWI PACKET, WEEK MARCH 27

Check the list below to find the war message announcements you will broadcast during the week beginning March 27. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Red Cross (3/27 to 3/31)	X	X	X	X	X	--	--
Victory Gardens	--	--	--	X	X	--	--
Tax Declaration	X	--	--	--	--	--	--
Rubber Conservation	X	--	--	--	--	--	--
Fight Waste	--	X	X	--	--	--	--
Save Paper	--	--	X	--	X	--	--
Women War Workers	--	--	--	--	--	X	X

See OWI Schedule of War Messages 101 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Blue Revision

GEORGE OLENSLAGER has resigned as head of the Blue Network's information department to join the armed services. The information branch has now been consolidated with the program research division to form a program information division, under the supervision of Edward F. Evans, research manager. Functions of the new division are to record and disseminate information on all programs, and to maintain files on all talent appearing on the Blue, as well as to answer listeners' questions.

COL. STOOPNAGLE, who heads his own CBS weekly show, *The Colonel*, is the author of a new book, *You Wouldn't Know Me From Adam*, to be released in April [Whittlesey House, New York, $3]. Preface is by Fred Allen.

FM Night School

CHICAGO Board of Education FM station, WBEZ, operated three hours of early evening time Feb. 29, as a part of the Radio Section meeting of American Assn. of School Administrators in Chicago. Acting director of the station, George Jennings, stated: "This night-time operation is definitely an experiment. Adult students in night school sessions at Jones Commercial High School are tuning in to the program designed for listening in English, speech and foreign language classes. The responsibility of the educational broadcaster need not necessarily end with the high school. While there has been much 'general' adult education by radio, very little has been done with radio in formal adult classes."

WOWLAND

is the Result of TWENTY YEARS OF AUDIENCE-BUILDING

✓ CHECK these 6 reasons why WOW is a good buy!

✓ ***A GOOD MARKET:*** A rich farm and urban market with A BILLION DOLLARS in retail sales last year.

✓ ***INTENSIVE COVERAGE*** of its Service Area. (Proof on request).

✓ ***590 KILOCYCLES:*** Because of this excellent frequency, and 5,000 watts power, WOW'S ½ millivolt contour is established approximately 200 miles from Omaha in every direction.

✓ ***NBC AFFILIATION:*** Basic NBC for 18 years. Now offering 33 of the 50 best programs on the air, every week.

✓ ***LOCAL IDENTITY:*** Always first in News, Special Events, local programs and leadership in civic affairs. WOW has never been merely a network relay station.

✓ ***GOOD MANAGEMENT:*** John J. Gillin, Jr., is now President and General Manager of Radio Station WOW, Inc.

WOWLAND is

that portion of Iowa, Nebraska, So. Dakota, Kansas, Minnesota and Missouri—more than 300 counties in all served by WOW.

WOWLAND has a population of nearly 5 million, and contains 1,144,229 radio families. For complete market data on WOWLAND, including new daytime coverage mail map, write to Radio Station WOW, Inc., Omaha, or the nearest office of John Blair & Co.

Also Operating
KODY
NORTH PLATTE
Giving NBC Service to
"The Heart of the Buffalo Bill Country"
IN WESTERN NEBRASKA

WOW

JOHN J. GILLIN, JR., PRESIDENT
JOHN BLAIR & CO., REPRESENTATIVE

OMAHA

Put your Confidence in WSIX-- *Nashville*

Here's a market that won't fold up when the war ends—for the simple reason that it is built on the diversified industry and agriculture of the Tennessee Valley.

When peace comes, these same plants will be found making the same essential products and these same farms growing the same hogs, corn and tobacco as now.

Let us give you the complete picture of this unusual market, covered by WSIX. Contact this station.

Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS

980 K C

WSIX "The Voice of Nashville"

NASHVILLE, TENN.

Pre-War Television Standards Urged to Speed Development

Dr. Goldsmith Says Gradual Transition Could Take Care of Improvements in Visual Art

A SOLUTION to a major television post-war problem—how to permit the immediate use of this new means of communication without blocking the way for further development—was outlined last Tuesday by Dr. Alfred N. Goldsmith, consulting engineer and vice-chairman of the Radio Technical Planning Board, at the February meeting of the Television Press Club in New York.

Pointing out that to withhold the green light from television at the war's end would mean denying jobs to returning servicemen, Dr. Goldsmith expressed the determination of the RTPB to do everything possible to start television moving as soon as possible after V-Day. But, he added, the board is equally determined that standards shall not be frozen nor anything be done to prevent full opportunities for experimentation with telecasting on as yet untested frequencies, color television, three-dimensional television or any other type any inventor can conceive.

Pre-War Standards

His suggestion is that the FCC license commercial telecasting on pre-war standards, or with such improvements as may be immediately utilized, for a period of six or eight or ten years. During this time all commercial television operation would continue with no changes that would render any receiving set obsolete, thus protecting the public's investment in television receivers as well as allowing for the immediate commercialization of television.

Meanwhile, television experimentation would continue on other experimental frequencies and if these experiments have developed a better system during the first period, a transition period would be established, for three years or so, during which television broadcasters would be required to continue to operate on the old standards but would have the right, if they wished, to telecast on the new standards as well. At the end of this transition stage, each telecaster could choose the standards, old or new, on which he would continue operation.

Dr. Goldsmith pointed out that this plan, which he said had met with approval from a number of television engineers, would require both non-political regulation and the closest intra-industry cooperation. Any playing of politics by the regulating body or any "gun-jumping" within the industry would blow the whole plan sky high, he declared.

Stating that the limited range of a television signal as compared with sound broadcasting would prevent television from ousting sound broadcasting completely (as the talking movies killed the silent pictures) for many decades to come, Dr. Goldsmith expressed the conviction that the first decade after the war will see the introduction of sight-and-sound broadcasting into every large city in the country. There is no basic conflict between FM and television, he declared, but both services can exist side by side, each serving the public in its own way.

The RTPB is carefully studying the requests of both FM and television spokesmen for more frequencies for their services, as well as similar arguments for expanded space in the spectrum from other services, Dr. Goldsmith said, and is endeavoring in good faith to judge the present and future needs of all services and to recommend what seems most fair. He added that if the RTPB does a good job in its recommendations, and the FCC in its allocations, all services will be displeased with the outcome as they will all be restricted to some extent.

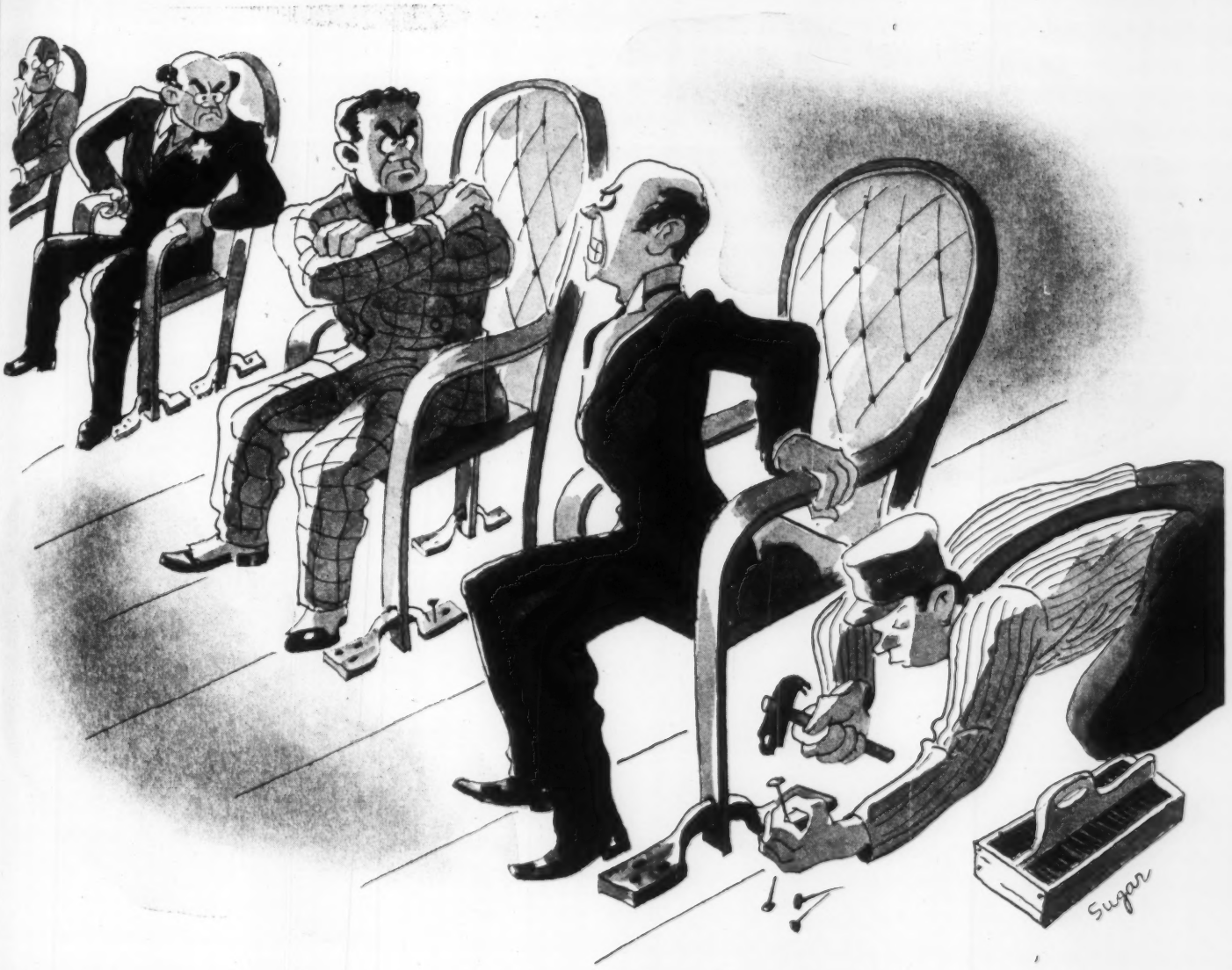
Questioned about the post-war price of television receivers, Dr. Goldsmith said that after mass production has been achieved, which he warned might take from five to ten years, a table video set might retail for $98.50, a console with a picture 7 x 10 inches for $179.50, one with an 11 x 14 picture for $284.50 and with a 16 x 24 picture for $369.50. He added that these prices are based on 1942 dollars. There has already been a reduction of 60% to 80% in the cost of manufacturing cathode tubes, he said.

Otterman Promoted

HARVEY B. OTTERMAN, assistant to Francis C. de Wolf, chief of the State Department's newly reorganized Telecommunications Division, has been made assistant chief of the division, effective Feb. 18. He is a "career man", having joined the Foreign Service Division in 1912. Mr. Otterman holds the post of liaison official between all subcommittees of the State Department's Communications Postwar Planning Committee. In the past he has participated in a number of international radio meetings, including the Havana Conference.

Walker Co. Adds

FREDERIC E. LAKE and C. Otis Rawalt joined the Walker Co., station representatives, Mar. 1 as general partners in the New York office, it was announced last week. Mr. Rewalt has been sales manager of the New York office of Burn-Smith Co., while Mr. Lake was with the same firm in various executive and promotional advertising capacities.



We keep the chairs *nailed down!*

WHN
NEW YORK
1050
50,000

Represented by
RAMBEAU

WE'VE done it out of necessity, you understand, not choice. And all because of radio's most entertaining and erudite program, *Author Meets the Critics.*

Every week* we invite the author of one of America's newest and most controversial books to the WHN studios at the Hotel Great Northern. We also invite three critics . . . not literary critics necessarily, but three people well versed in the topic of the tome. First the critics voice their opinions. After that the author has his say. And then the four of them set to it hot and heavy. That's why we had to nail down those chairs!

We could say it's all in fun, but it isn't. *Author Meets the Critics* is really a *serious literary program* . . . designed to perform a real service to WHN listeners by bringing them current opinion of current books . . . but one on which *anything* is liable to happen.

That's what makes *Author Meets the Critics* another of WHN's "programs with ideas".

** Wednesdays at 8:00 P. M.*

Merchandising & Promotion

WAAT Brochure—Shell Folder—KOA Royal Flush Handbook—Timebuyer's Calendar—No Kinks

COMPLETE even to the extent of providing a pencil to fill in enclosed telegram, a brochure released to radio advertisers by WAAT Newark, N. J. is headed "Quick Facts Every Radio Advertiser Should Know about America's Fourth Largest Market". Stated reading times is 5 minutes 27 seconds. Paper band circling the blue and white brochure holds a penny and is labeled as "New Jersey's Best Radio Buy!". First page contains a "Quick Quiz" of five brief questions for time buyers. Reference is made in each to succeeding pages which contain all the answers. Western Union telegram form partially completed is included, with suggestion to "wire collect" for the complete story from a WAAT representative. Final page contains list of WAAT advertisers and is headed "The Company You'll Keep" when you become another WAAT advertiser.

Crosley Promotion

PROMOTION booklet to acquaint dealers and sales representatives with Crosley's wartime accomplishments, the company's current activities and future plans, has been issued by the parent corporation of WLW Cincinnati. Cover girl for the brochure is typical of the "hundreds of women in each community" who will want to purchase durable consumer goods after the war. Her invitation of "You and I have a date, Mister!" is also used in a preview teaser mailing piece.

* * *

NBC Listings

NBC has placed its release of "NBC Program Highlights" on a daily basis. Formerly issued once a week, highlights are now carried in calendar form.

Shell Folder

ROYAL blue and white six-page folder calling attention to the Yankee network's news and sports program, *Shell Digest*, sponsored by the Shell Oil Co., has been issued to all Shell employes, dealers and fuel oil consumers throughout New England. Shell thrice-weekly broadcast is heard over WNAC WEAN WICC WTHT WCSH WFEA WLNH WLBZ.

* * *

Royal Flush

MAILING-piece enroute from KOA Denver to 2,500 agencies and national and local advertisers begins "You draw a royal flush on KOA" and then lays all of its cards on the table to show its hand along with many interesting facts about the station.

Handbook

BROADCASTERS Retail Committee of San Francisco, an organization comprising the majority of the San Francisco Bay area stations, has issued a handbook for success in retail advertising prepared by Frank Parke Wright, manager of the bureau. Booklet lists department and speciality stores using radio as well as type and program frequency. Also included are survey figures showing the growth of the radio retail market. Comparison is made with other media regarding lower circulation costs, as well as lower production cost and less handling, and flexibility.

* * *

WTAG Brochure

SHOWING how Worcester, Mass. fits into post-war production and how the Worcester market is a "must" for post-war advertising plans, WTAG has mailed to advertisers and agencies a four page two-color brochure advising "After V Day Watch Worcester's Pay Day". Pamphlet presents a survey of the 400 industries and 1,000 manufacturers in the region as well as figures on income, savings, home ownership and food sales.

* * *

Library Tie-In

PROMOTIONAL tie-in between WGAR Cleveland and the Cleveland Public Library is in the form of bookmarks, which the station furnishes for distribution through all library branches in the city. Each bookmark calls attention to a special network or local program and related books. First featured was the *Gay Nineties Review* and a list of books of the period and its people.

* * *

Timebuyer's Calendar

TIMEBUYER'S Calendar has been prepared by the William G. Rambeau Co., station representatives, New York, Chicago, Los Angeles. The 12 months are divided into two rows of six months each, to facilitate checking 13-week, 26-week and other usual length contracts. Stations represented by the Rambeau Co. are listed at the side of the calendar.

* * *

Sustaining Booklet

FIRST promotion booklet on sustaining programs to be issued by Mutual is titled "Plan to Help You", and highlights *Frisco Kid*, an action program, *Paul and Jerry*, variety show and *The Human Adventure*, educational drama. Attached to each program page is a kit containing promotional material.

* * *

No Kinks

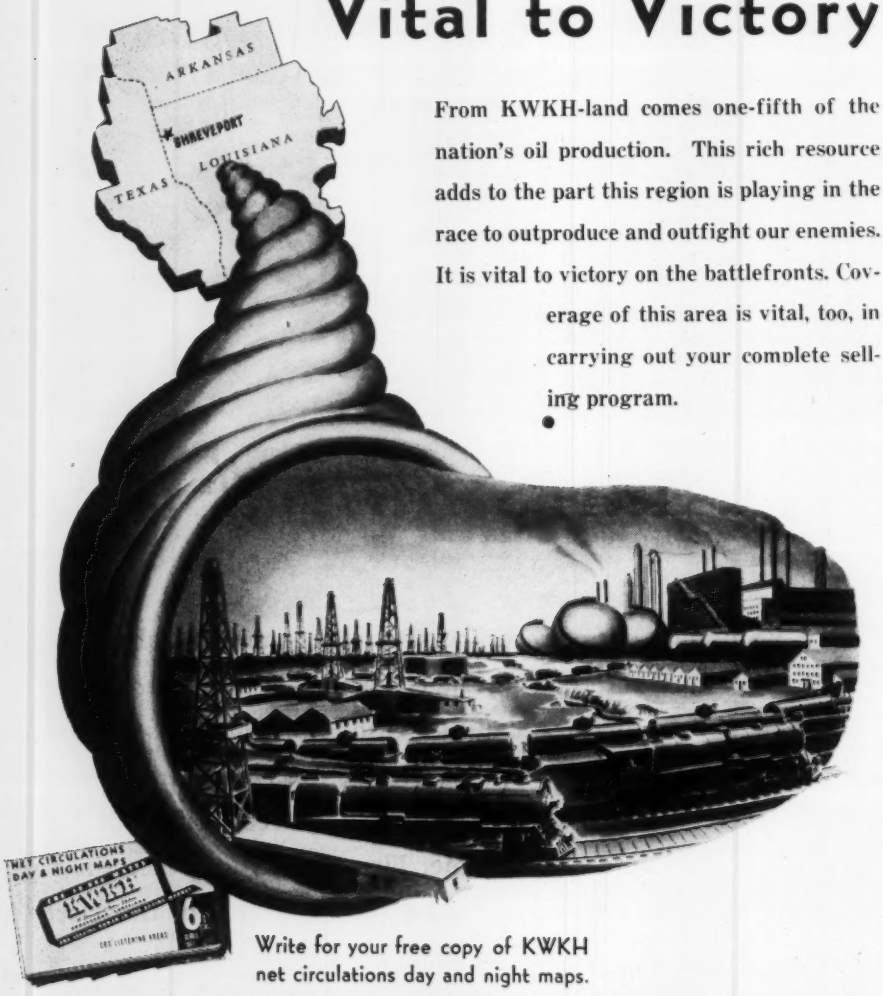
"A SURE-FIRE way to remove any kinks from your Kansas selling methods is to use WIBW," states the Topeka station in a new promotion piece which includes a plastic anti-kink device for telephone cords.

* * *

KLZ Brochure

PROMOTION FOLDER released by KLZ Denver presents action shots of the KLZ talent and production departments, along with locally produced programs. Titled "Showmanship Gets the Green Light at KLZ," brochure will receive nation-wide mailing.

Vital to Victory



From KWKH-land comes one-fifth of the nation's oil production. This rich resource adds to the part this region is playing in the race to outproduce and outfight our enemies. It is vital to victory on the battlefronts. Coverage of this area is vital, too, in carrying out your complete selling program.

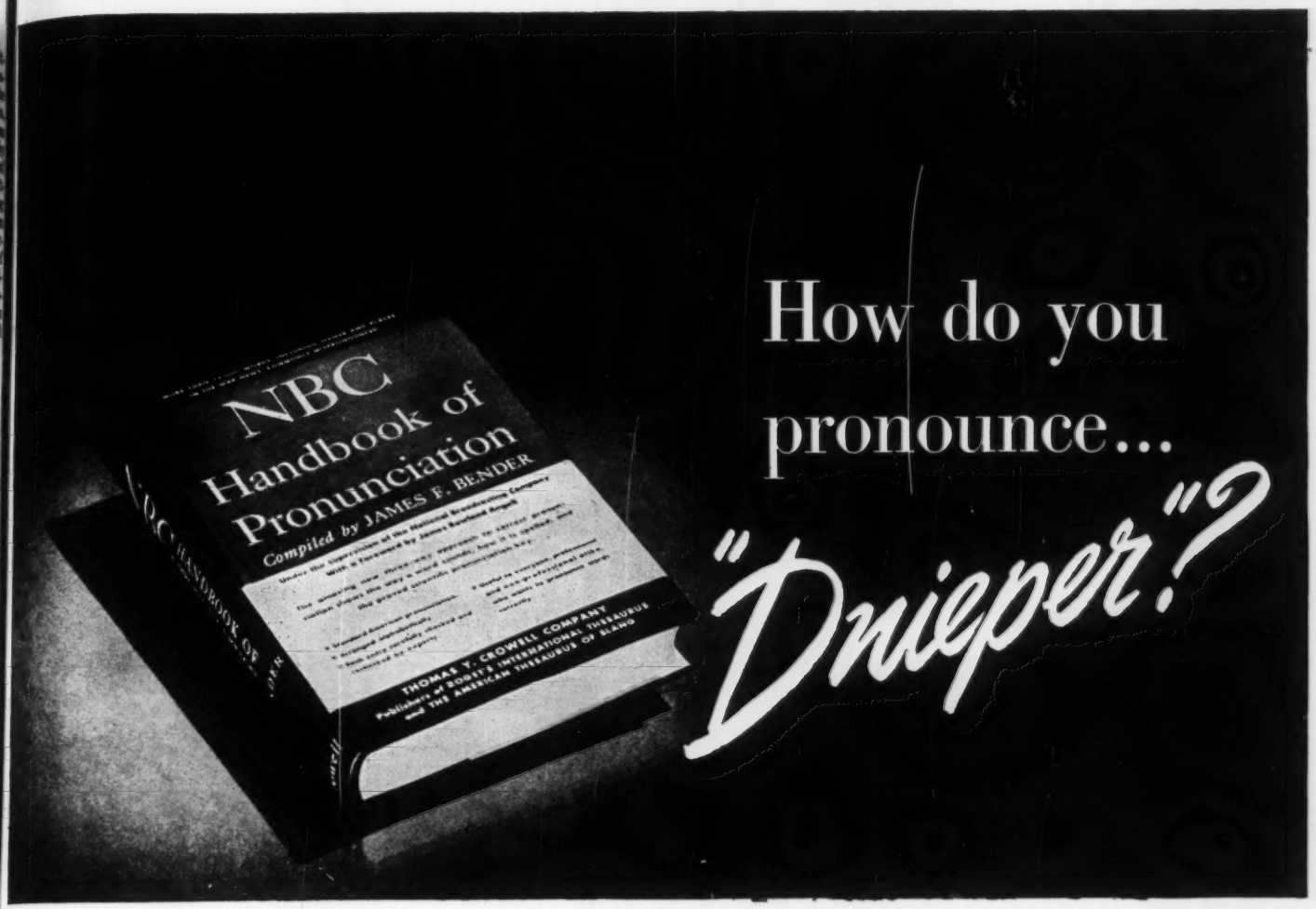
Write for your free copy of KWKH net circulations day and night maps.

C B S
50,000 WATTS

KWKH

REPRESENTED BY
THE BRANHAM CO.

A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA



Is it "D-nee-per" or "D-ny-per" or "Neeper"?

And what about "amenable"?

Are you sure how that one goes?

★ ★ ★

Well, NBC announcers are . . . they have to be.

What's all this got to do with advertising over NBC? Just this. When all NBC announcers give their words the same pronunciation—the *correct* one—the quality of every program is stepped up, distractions are avoided, the advertiser's sales message is given additional power to create receptiveness in the listeners and to induce action.

These are but some of the objectives of "The NBC Handbook of Pronunciation," which was compiled especially for NBC by James F. Bender, eminent American authority on speech.

Conceivably, each of the millions of NBC listeners has his own particular reasons for listening to NBC programs and responding to the sales messages of NBC advertisers.

But, whether it's the voice of a favorite crooner, the jokes of a favorite comedian, the music of a favorite orchestra—or the correct pronunciation of Dnieper (NEE-per)*—this nation-wide acceptance of NBC programs by millions puts a nice point on NBC's constant drive for perfection in "little things." It's the total of these "little things" that has made NBC "*The Network Most People Listen to Most.*"

*From "The NBC Handbook of Pronunciation."

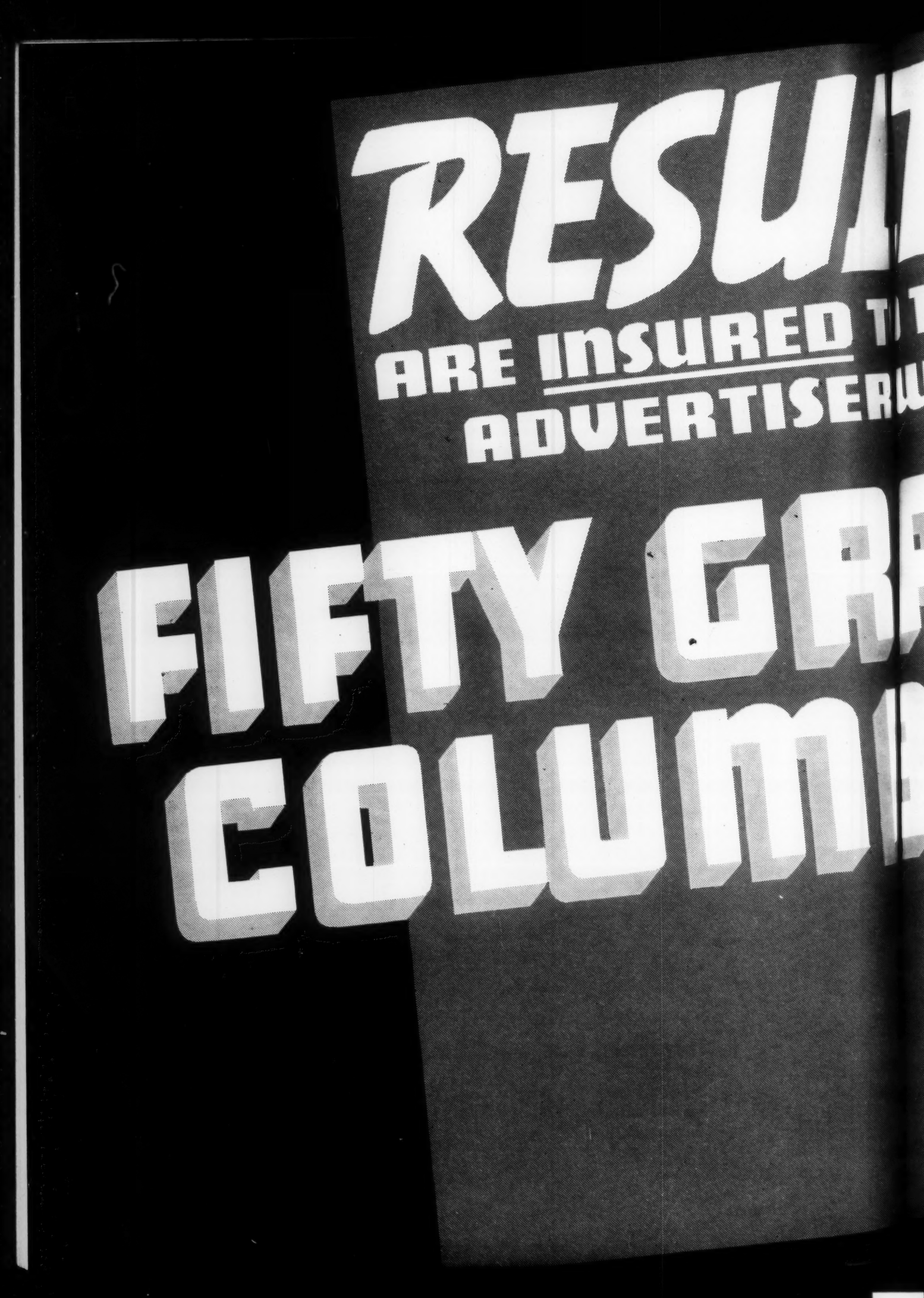
They all tune to the

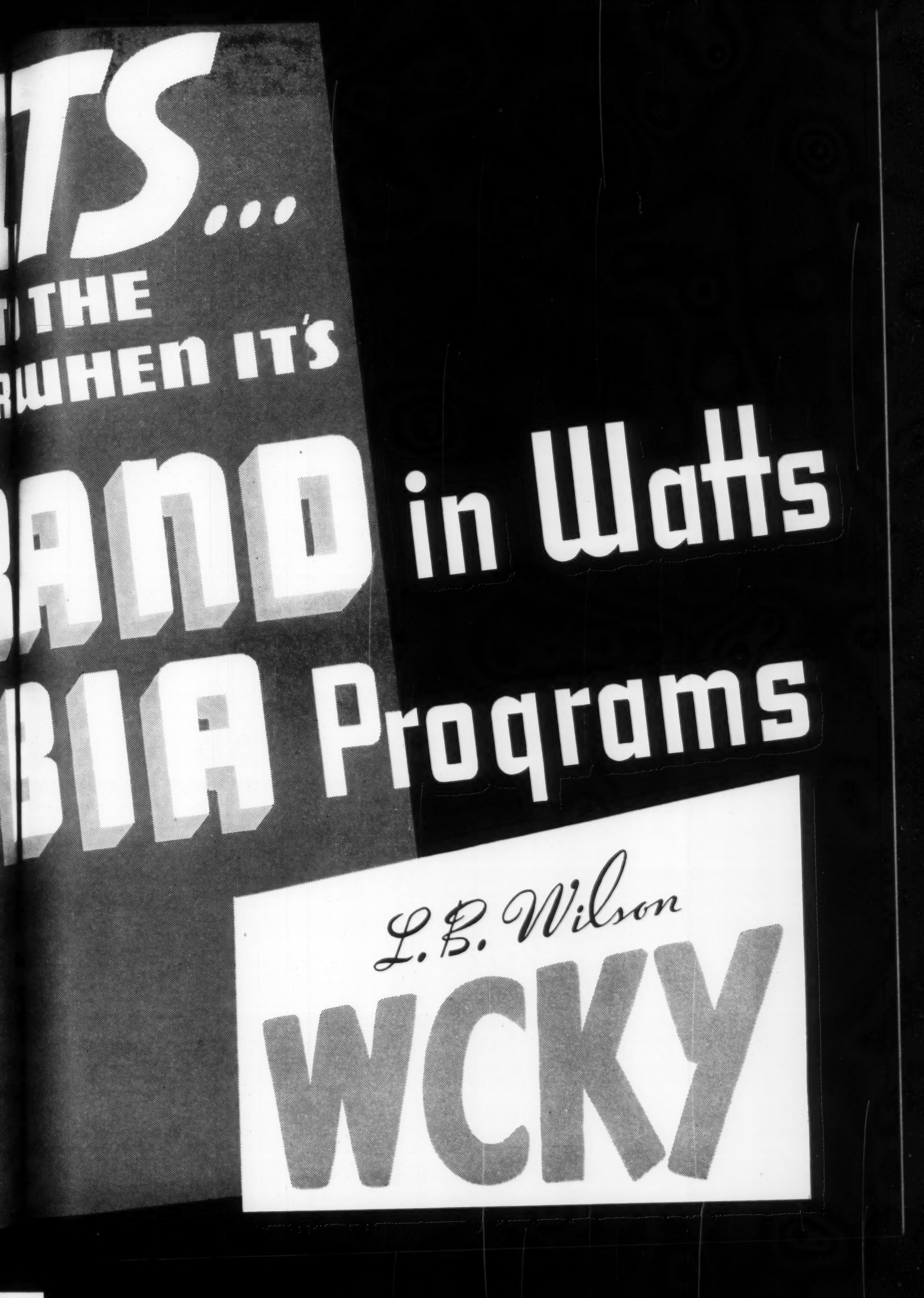
National Broadcasting Company

It's a National Habit

America's No. 1 Network

A Service of Radio Corporation of America


RESU
ARE INSURED T
ADVERTISER
FIFTY GR
COLUM


TS...
THE
WHEN IT'S
AND in Watts
BIA Programs
L. B. Wilson
WCKY

Editorial

Fetzer for Ryan

AN IMPORTANT event for radio transpired in Washington the other day. It was the appointment of John E. Fetzer, owner of WKZO, Kalamazoo, as assistant director of censorship for radio, succeeding J. Harold Ryan, incoming president of the NAB.

Broadcasters perhaps are inclined to view censorship lightly. That's because it has worked so well under the magnificent policy direction of Byron Price, director, and Mr. Ryan as radio censor. Mr. Price graciously gives Mr. Ryan credit for making voluntary radio censorship a success.

Broadcasters might take pause on what could have happened (and still can) if radio had slipped. Censors might have been placed in every station to check news and commercial copy. Many kinds of programs might have been outlawed. Conceivably radio could have been plagued with the most rigid kind of direct control of its entire schedule.

That didn't happen and probably won't, thanks to the wise methods of Mr. Price, who has made one of war's most thankless tasks look easy. He selected Harold Ryan because he wanted a practical broadcaster—a broadcaster's broadcaster—on the job.

For the same reason radio welcomes Mr. Price's selection of John Fetzer. He is a practical independent broadcaster. He knows radio and knows audiences. He takes over a smoothly working organization built by Mr. Ryan—such capable men as Bob Richards, formerly of WSPD; Lester Halpin, who came from KOIN; Edward H. Bronson, formerly of WCOL; Charter Heslep, formerly with NBC.

The shift at censorship will come without a hitch. It is reassuring to all in radio to have a broadcaster of John Fetzer's stature and experience in Harold Ryan's niche as the latter moves over to the more arduous and even less thankful task of directing radio's destinities as president of the NAB.

Ladies Next

MAKE WAY for the ladies! Loyal supporters of broadcast programs, the sweeter segment of the American populace is starting to take an active interest in what happens to radio as an art and enterprise as well as what happens to favorite stars.

A threefold program by which women's organizations can support the war effort through the air medium was outlined before the New York City Federation of Women's Clubs by William G. Werner, of Procter & Gamble. He offered his views at a meeting that turned into a discussion of the benefits of private operation of broadcasting as against evils of the state operation that has characterized European radio [BROADCASTING, Feb. 21].

But the rise and progress of women in radio assumes important national proportions with the campaign being conducted by the NAB Association of Women Directors, under Dorothy Lewis. Some 650 AWD members are working through hundreds of stations, many department stores and 21 major national organizations to appeal to millions of listeners everywhere during the spring months in the interests of the American Home.

When the feminine folk start after something, they very frequently get it. They now have a chance to promote radio, the war effort, and the entire national welfare.

The House Fiasco

VIEWED from all angles, the House Select Committee investigation of the FCC is a dud. Taxpayers' money has been frittered away in what, at this writing, is a whitewash by the Democratic majority and a political footfall of the Republican minority. The public and radio suffer.

The investigation was authorized by practically unanimous vote of the House more than a year ago. Under the Chairmanship of Rep. Cox (D-Ga.), the committee was unable to make real headway because its chairman had an axe to grind, and whether justified or not, he was vulnerable. He resigned last October.

Under the chairmanship of Rep. Lea (D-Cal.) almost the reverse has been true, with the FCC itself charged with having called the plays—to the point where Committee Counsel Eugene L. Garey and his taff gave up. That was the goal sought by those at the FCC and in the Administration.

There isn't any question about Administration interplay, or even pressure. Some day the story will be told of the efforts to scuttle the inquiry even before it got under way, and the extent to which political trading figured.

This is a campaign year. The Democratic majority of the House obviously wants no muckraking. Congressional investigations usually develop into free-for-alls. The Republican minority wants to keep the issue alive and crack another New Deal agency. Neither effort is what the House intended in January 1943, when it adopted the Cox Resolution.

The FCC itself stands beclouded. The Committee is discredited and publicly condemned by its counsel. Its two Republican members allege "obstruction, intimidation and sabotage" by the Administration.

The whole affair is smelly and shameful. The purpose was to conduct a fair, full and impartial inquiry to devise legislative safeguards against irresponsible or unlawful administration. The suggestion of Chairman Fly that the Commission be given a hearing now, even though the Committee is without counsel, is another example of the farcical aspects.

In fairness to all concerned the Committee promptly should be reorganized. New counsel should be selected without regard to political considerations. There should be none of the "collaboration" with the FCC staff charged under the Lea chairmanship, nor of the "Star chamber" methods charged against the Cox direction.

The public is entitled to a fair and unbiased investigation, unhampered by pressures from outside Congress. The Commission should have the right to tell its story, but not run the show.

To us it seems the House should start from scratch. The entire committee should resign and a new one should be named by Speaker Rayburn.

Our Respects To -

PAUL ALDEMONT PORTER

ASK any wise Washington observer whose political shoes would be hardest to fill. The answer, in many cases, would be the shoes of Charles Michelson, publicity director of the last three Roosevelt campaigns.

Charlie has now chosen to act in an advisory capacity. To take his place the Democratic National Committee has picked one of radio's sons—Paul Porter, former CBS Washington counsel.

The job of organizing and directing the 1944 Presidential campaign offers an array of new problems that would make the most daring promoter blanch. Paul Porter blanched when the job was first offered to him. He thought it over and replied with a convincing No.

It wasn't sufficiently convincing, though, and after the heat had been turned on he accepted.

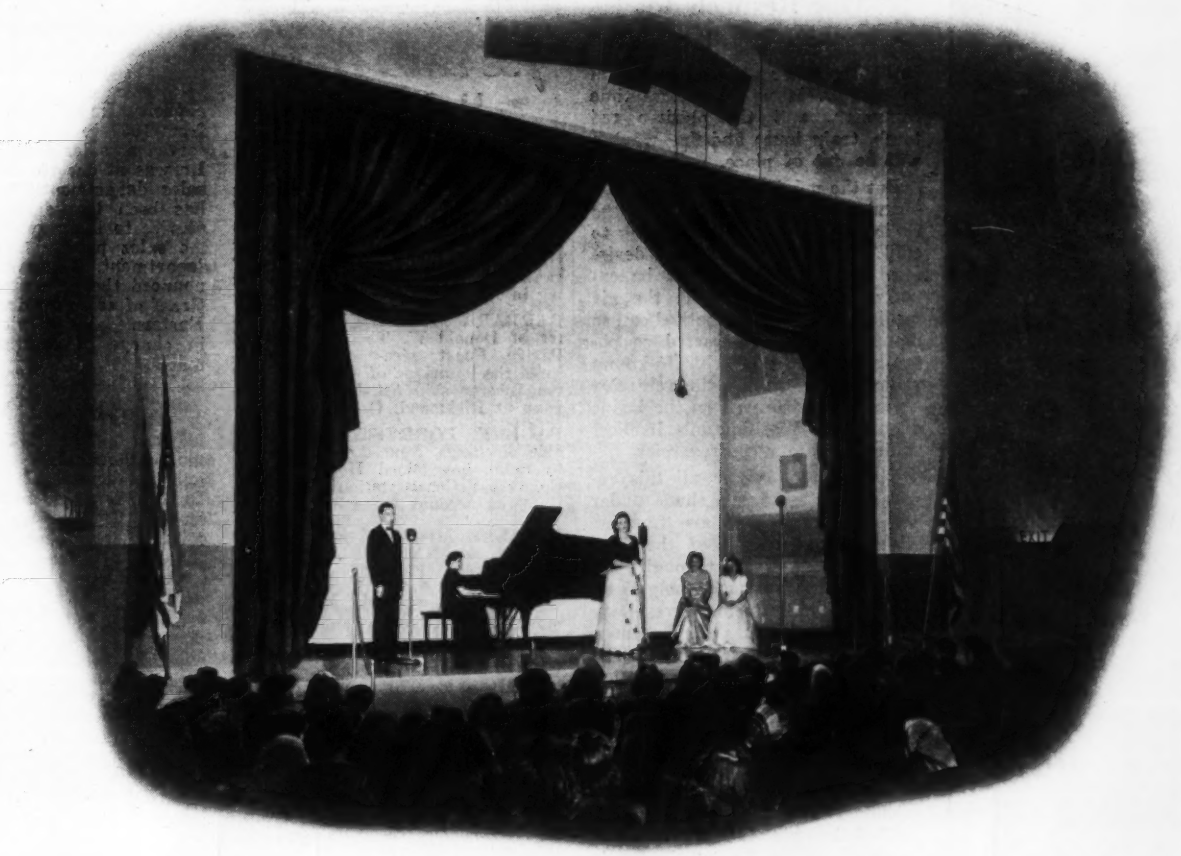
Those who have watched Paul's 11-year Washington career can understand why he was so earnestly sought by Democratic leaders. In that period he has done more pioneering and organizing than most officials, public or private, are called upon to handle in a lifetime.

The Porter Washington career reads like this: Took three-month post in Agricultural Adjustment Administration back in 1933; became chief of press section, Department of Agriculture, in 1934; joined CBS as Washington counsel and aid to Vice-President Harry Butcher in 1937; resigned from CBS in 1942 to transfer to National Defense Council as aide to Chester Davis; member of board of directors, Commodity Credit Corp.; Deputy Administrator, Office of Price Administration, in charge of rent control; Associate War Food Administrator under Marvin Jones; Assistant Director of Economic Stabilization under Judge Vinson.

In that array of important Washington assignments are found some of the neatest tactical problems and organizational projects that could be imagined. Yet Paul Porter, smiling and unruffled, has taken each assignment in his stride. There's the rent control post, for example. Next to Leon Henderson's over-all OPA honey, Paul had one of the capital's hottest spots. If he pleased the landlords, he angered the tenants. And vice versa. Yet his OPA regime was astoundingly free of difficulty. In fact, Paul actually made the thing look easy, a knack that helps him out of many impossible situations.

During the next nine months he will have ample opportunity to draw on his administrative reserves. The 1944 political campaign will

(*Continued on page 36*)



EXTENDING A HAND
to those who deserve

Network and local commercial programs are the backbone of a radio station, yet WTMJ has always felt it owes *even more* to the people of Wisconsin.

Every Sunday, for example, WTMJ in co-operation with the Wisconsin Federation of Music Clubs brings talented young people from all over the state to Milwaukee to appear on "Starring Young Wisconsin Artists."

The musicians and singers that broadcast each week, from the spacious auditorium in Milwaukee's Radio City, are selected through a series of state-wide auditions. They do not compete for prizes, but are paid for their appearance out of a fund provided by WTMJ.

All that these young folks seek is a chance to be heard, to be given the recognition they deserve. WTMJ is proud to give them that opportunity.

Similar community service programs are regularly enjoyed by the WTMJ family of listeners. Such programs shall always be an integral part of the WTMJ schedule.

WTMJ

THE MILWAUKEE JOURNAL STATION

Basic NBC Station

National Representatives . . . Edward Petry and Company, Inc.

BLUE NETWORK
SHOWS
+
NEWS
+
GOOD LOCAL
SHOWS
=
AUDIENCE

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Our Respects to

(*Continued from page 34*)

be like no other political campaign in history. It will be a wartime campaign, and the oldtime red torch, train tours and flag waving will be out of place.

But the public must be contacted —and emphatically. That's where radio comes in. Paul isn't going to spill any plans he has been devising, but it's obvious that he expects to rely heavily on the air medium. By no other method can so many people be contacted so potently and so frequently. He knows radio, and knows it intimately. For several years he was on the inside of most of Washington's liveliest radio regulatory controversies.

The man on whom all this responsibility rests is a shade under 40. Most radio folk are familiar with the quiet smile of the CBS attorney who sat through the months of network monopoly hearings without fluttering an eyelash. They know him as a yarn spinner de luxe. They like to repeat his famous Judge Culpepper stories. They recall his delight in telling good ones on himself.

Among the good ones is the 1928 political campaign in Clark County, Kentucky. Fresh out of law school, Paul joined the law firm headed by his future father-in-law, Judge J. M. Banton. Promptly he was named to run the Al Smith presidential campaign in Clark County.

That year Clark County went Republican for the first time since the Civil War. In self-defense, however, he explains that the GOP plurality was only four votes.

Paul Aldemont (don't let on you know that middle name) Porter was born Oct. 6, 1904 in Joplin, Mo., the son of a Baptist minister. At the age of three months the family moved to Winchester, in Kentucky, and occupied the house next to Judge Banton.

At the age of 4 he had his first date. Recipient of his attention was Bessie Edgar Banton. The idea caught on, and the childhood romance became a permanent affair. Through their school years Paul and Bessie Edgar strolled home from school together, holding hands as Paul obligingly carried books for both.

Paul stayed right in Winchester to attend Kentucky Wesleyan college. After three years he went to nearby Lexington to attend law school at the U. of Kentucky, graduating in 1928. At Lexington he doubled in journalism as city editor of the *Lexington Herald*.

After his initiation into politics in 1928 he left Winchester to join General Newspapers Inc., of which Gene Pulliam (now WIRE Indianapolis) was president. His assignment was newspaper purchasing in Southwest Oklahoma. The company later sent him to Georgia, where he worked a year before accepting his Washington assignment at the AAA.

Paul has one hobby—actually an ex-hobby. It's golf. The last time he played was one Sunday morning, Dec. 7, 1941. His companions were Harry Butcher, CBS vice-president; Jesse Willard, manager of WJSV (now manager of WBT), and Ed Murrow, on leave from London.

That afternoon the shooting started at Pearl Harbor and Paul has been too busy ever since to take time off for a round of golf.

But chances are he'll be even busier between now and Nov. 7.

Personal NOTES

ALFRED J. McCOSKER, president of WOR New York, and chairman of Mutual's board of directors, has been named to serve on Mayor F. H. LaGuardia's Committee on Unity, organized to promote racial understanding in New York.

BARBARA THORNBURGH, daughter of Donald W. Thornburgh, CBS Pacific Coast vice-president, sponsored the launching of the new 10,500 ton Liberty ship *SS Joseph J. Kinyoun* at Richmond, Cal.

PAUL E. FORREST, with honorable discharge from Army and new to radio, has joined Homer Griffith Co., West Coast station representatives, as account executive.

NEVILLE MILLER, former president of the NAB, left Washington last Tuesday, Feb. 29, for a two-week vacation in South Carolina. He will return to NAB headquarters in mid-March but has not announced future plans.

EDMON FRITZ, account executive of WOR New York, and Lydia M. Iselin of New York, were married Feb. 26.

JOHN ESAU, general manager of KTUL Tulsa, Okla., is the father of a boy.

WILLIAM E. MILLER, a member of Westinghouse Electric's legal staff for the past 29 years, has been appointed general attorney in charge of the company's law and patent departments.

GEORGE CIROTTO, salesman of KSAL Salina, Kan., is the father of a boy.

NORMAN J. SIMS has been appointed manager of the general sales department, RCA Victor Co., Montreal. He has been manager of the Toronto district office since 1936.

NAT RUBENSTEIN has been named sales manager of Frederick W. Ziv, transcription producers.

EDWIN A. PANCOAST has joined the sales staff of WINS New York.

AL GASSON, commercial manager of CJKL Kirkland Lake, is the father of a girl.

G. NORMAN BURK has joined the sales department of WCAE Pittsburgh.

D'ARCY A. HUNTER is a new member of the sales staff of Specialty Sales, subsidiary of WLW Cincinnati.

SIDNEY N. STROTZ, NBC Western division vice-president, is radio division chairman of the annual Los Angeles Red Cross drive.

Join Blue Sales

PHILIP F. WHITTEN, account executive in the sales office of the Blue, is joining the New York sales office of Mutual in a similar capacity. He headed his own agency from 1937 to 1942, and previously served as sales manager of WHN. He was at one time in the Mutual sales department. Marjorie Dolge has been transferred from sales service to the research division of the sales promotion and research department. Network has also announced the appointment of Alma Graef of sales service, as assistant Eastern sales service supervisor, in charge of contracts and estimates.

Brophy on Mission

MURRAY BROPHY, former communications chief of the OWI and a deputy of the Overseas Branch, returned to San Francisco on Feb. 24 after a ten-day special mission for theatre commanders throughout the Central Pacific area during which he witnessed action in some of the islands. After resting in San Francisco he will go to Washington to report. Mr. Brophy resigned from the OWI last August because of ill health and recently took over his special assignment.

Hardy Promotion

LARRY F. HARDY has been named vice-president in charge of the home radio division of Philco Corp., according to John Ballantyne, president. With the Philco organization since 1932 Mr. Hardy has served in the capacity of manager of the Chicago branch, division manager for the northwest division, vice-president and general manager of the Simplex Radio Co. (Philco subsidiary), and in 1941 was named manager of the home radio set division.

WCOL Changes

KENNETH B. JOHNSTON, president, has taken direct charge of all operations at WCOL Columbus, and is now acting as both president and general manager. Frank N. Jones, with WCOL as a local salesman for many years, is elevated to the position of national sales representative. Increased volume of business has required remodeling and expansion of studio facilities.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

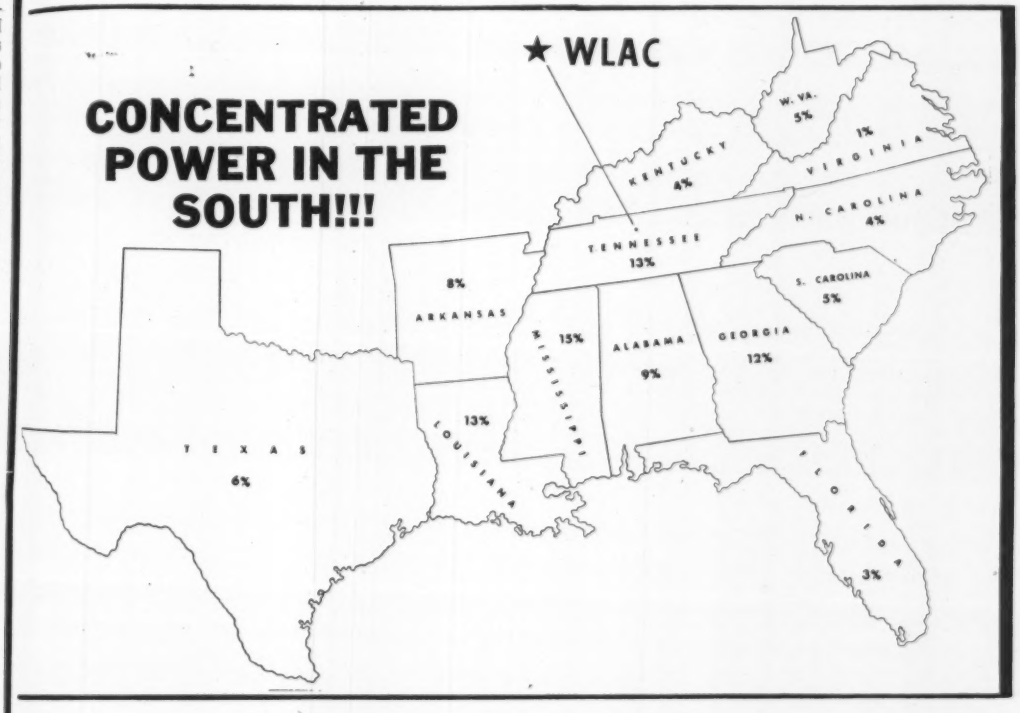
HOW LONG IS "MAIN STREET"?

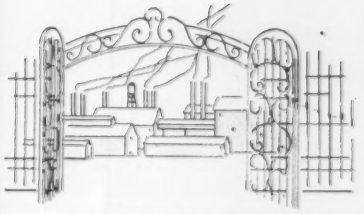
Hartford's "Main Street" winds its way through the 26 towns in the Hartford Trading Area. It's a long walk—but if you take to the air on WDRC, you can cover this entire market quickly and effectively—at the low cost!

USE WDRC TO CONNECT IN CONNECTICUT

A $25,000 MAIL MAP

We take pleasure in presenting a potent sales map based on 25,000 mailing pieces, each containing a $1.00 merchandise order—the direct result of forty weeks' advertising over our station.





Nashville's Gateway to the Tennessee Valley

98% OF ALL ORDERS CAME FROM 13 STATES
Each of 11 states supplying over 1,000 orders

The mail used in the building of this map came in response to advertising messages broadcast at 6:45 A. M. during a period of 40 weeks. WLAC's schedule from 5 to 7 A. M. daily is designed to

Sweep the South
WITH
50,000 WATTS
POWER!!

CBS

WLAC

NASHVILLE, TENNESSEE
Represented by Paul H. Raymer Co.

LE GEAR SHOW ON KMA WINS AGENCY AWARD

In the first month of its first year on KMA, the LeGear Medicine Company (livestock and poultry) program outpulled those on every other station on the list.

"Therefore, someone at your station has a Stetson hat coming," says Lee Hammett of Simmonds & Simmonds, Chicago advertising agency.

Doc (left) and Zeke (right) beam as their announcer, Lou Black (center, right), gets a new "topper" from KMA program director Terry Moss.

"You are doing a consistently good job and certainly confirming your confidence in the kind of results KMA can bring," Mr. Hammett continued.

If you, too, have a client interested in sales returns or mail response—and what radio director doesn't?—get your KMA schedule set up NOW. KMA availabilities, like all other *good* things, are limited.

To learn the latest trends in mail response, get your copy of "The Complete Mail Study" right away. It took a full year to compile this book of solid facts—and only a few copies are left.

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

BEHIND the MIKE

AVIS LENNON, formerly of the Ford Motor Co. news bureau, has joined the continuity staff of WJR Detroit. John Booty has also joined the WJR script staff.

ROBERT SHERWOOD is a new announcer of WSTV Steubenville, O.

GEORGE HEYWARD has joined the announcing staff of WHYN Holyoke, Mass.

IRA COOK, honorably discharged from the Army, and prior to that announcer of KMTR Hollywood, has joined Smith & Bull Adv., Los Angeles agency, as account executive.

LILAH MATSON, formerly of WMBD Peoria, has joined the continuity staff of KOY Phoenix.

ELIZABETH TAYLOR, women's program director of KOY Phoenix, has assumed additional duties of traffic manager.

RUTH SHAHEEN, transcription department, and announcer Hugh Downes, both of NBC Central Division, were married Feb. 20.

EARL WITHROW, actor-director-writer of stage, screen, radio and magazines, is leaving WJJD Chicago after ten years as chief of the continuity department. He will head the radio department of George H. Hartman Advertising Agency, Chicago. He will be replaced at WJJD by his former assistant Margaret Leak.

GENE O'HAIRE, announcer of WGY Schenectady, N. Y., is leaving the station to join NBC. New addition to the WGY staff is William Von Hatch Jr. formerly with WDRC Hartford.

BUDDY BROOKS, formerly with WLLH Lowell, Mass., has joined the announcing staff of WCOP Boston. Mervyn Amols, WCOP announcer, has been inducted into the Army.

JAMES BARRY, formerly on the script and production staff of WGH Norfolk, Va., has joined WTAG Worcester as program script editor. David H. Harris, program production manager for WTAG, is radio chairman for the local Red Cross war fund drive.

PFC. ROBERT W. GENDALL, formerly with WJLS Beckley, W. Va., and Jean Law, WJW Cleveland women's editor, will be married on April 3.

EDWARD HOCHHAUSER Jr., formerly with NBC New York, is a new member of the announcing staff of WING Dayton, O.

LARRY MENKIN, script writer in the Radio Bureau of the Office of War Information, writing programs for both domestic and overseas broadcast, has joined the script staff of NBC reporting to Richard McDonagh, newly appointed acting manager of the script division. Mr. Menkin was with CBS before joining OWI. Also added to the script staff is Tom Langan, who comes to NBC from the Blue network.

WAVERLY ROOT, author and commentator, last week returned to the air as news analyst of WAAT Newark.

MARY ELLEN RYAN, traffic manager of Don Lee Broadcasting System, Hollywood, and Ensign Jack Cook were married in Los Angeles Feb. 27.

GERTRUDE GROVER, former reporter, freelance writer and nutrition expert, has become women's editor for WHCU Ithaca, N. Y.

RADIO OFFICIALS ON HAND when WEEI Boston graduated ten men from its School for Announcers were (l to r) Robert Kelley, general manager of WCAX Burlington, Vt.; Howard Nichols, program director of WHAI Greenfield, Mass.; Wayne H. Latham, program director of WSPR Springfield, Mass.; Robert Donahue, WMAS Springfield; Harold E. Fellows, WEEI gen. mgr.; Ray Girardin, WEEI production head.

DON INGLETT is a new announcer of KSAL Salina, Kan.

OLIN TICE, CBS announcer, has resigned from the network to enter the Army.

VIRGINIA ROOKS, staff writer in the CBS program writing division, and Capt. Joseph Turner, U. S. Merchant Marines, were married Feb. 19.

KEN CROSSLEY, announcer of CKGB Timmins, Ont., has returned to the station following recovery from an automobile accident which happened early in November.

ROSS GRAY, Toronto, has joined the announcing staff of CKRN Rouyn, Que.

FRED MOEGLE, has joined the staff of KWK St. Louis, as an announcer. He was formerly with KFUO St. Louis.

PVT. ARMAND R. LA POINT, formerly of WMUR Manchester, N. H., is an announcer at the post station Sioux Falls, S. D., Army Air Base.

SAM SAGUE, announcer of WCAE Pittsburgh, married Betty Jean Wile of Youngstown, O., Feb. 19.

BOB LEWIS has joined the announcing staff of WCAE Pittsburgh.

CY NEWMAN is now publicity director of WJNO West Palm Beach. Announcers Lee Taylor and Cal Morrow have left for induction into the armed services. Bill Marlowe is a new member of the WJNO announcing staff.

HAL DAVIS has joined the KLZ Denver announcing staff.

ERNIE BREVIK is a new member of the announcing staff of WDAY Fargo, N. D.

RAY FOURNIVAL, announcer of KROW Oakland, Cal., has been inducted into the Army.

MICHAEL WAYNE, formerly with WINX Washington, has joined the announcing staff of WOL Washington.

WILMA GWILLIAM, member of the WLS Chicago sales promotion department staff for the past three years, has been appointed WLS publicity director.

CHARLIE ROBERTS, farm editor of KLZ Denver, has been appointed publicity director for the Denver City and County Victory Garden project for 1944. Peggy Aftreth has joined KLZ as continuity editor.

RAD HALL, news reporter and announcer of WEAF New York, has passed his pre-induction physical and expects to be inducted into the Army shortly.

McCall to England

FRANCIS McCALL, assistant director of news and special events of NBC, is making arrangements to sail for England to assume direction of NBC coverage of "European developments," presumably the forthcoming invasion. Accompanying him will be Merrill (Red) Mueller, NBC correspondent who has been taking a brief rest in this country since his return from the Mediterranean theatre of operations late last year.

WALTER R. CARLE, news writer of KMPC Beverly Hills, Cal., has been promoted to news editor.

BILL KILEY Jr., who left WFBM Indianapolis to join the Army, is stationed at Stout Field, Ind. in the public relations branch.

WILLIAM SCHINGEL, with Indianapolis stations WISH WIBC WIRE, has joined Hillman Periodicals, New York, as division supervisor for the midwest area.

MARTHA K. BRASHEARS, of the Blue publicity department, has announced her engagement to Samuel J. Gibson, of the Merchant Marine.

TED MacMURRAY, will leave the Blue Central Division production staff, Chicago, March 11, to become production manager of the network's Hollywood division.

TOM DOLAN, traffic manager of the Blue network, and Betty Davis, secretary in Blue Sales, were married Feb. 26.

WWL
NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

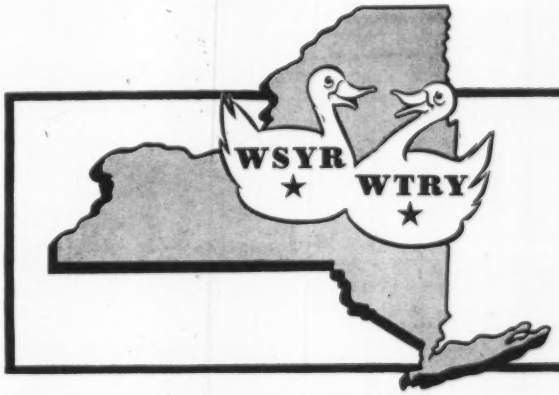
Nat'l Rep. - The Katz Agency Inc.

When customers are plentiful, and flying fast, a single burst will bring down some, but a double-barrel will get you more. That's why many advertisers are enthusiastic over the combination rate offered by the H. C. Wilder Stations, covering—and we mean *covering*—two notably prosperous, responsive markets—Central and Eastern New York—over:

WSYR WTRY

SYRACUSE **TROY**

Rates, individual or combined, market data, and other information may be had from either station, or their national representative.



WSYR
SYRACUSE
5000 W at 570 Kc

Only NBC Station covering Central New York—including over 40% of farms in state.

WTRY
TROY
1000 W at 980 Kc

Basic Blue . . . Concentrated coverage where concentration counts . . . Albany - Schenectady-Troy

H. C. Wilder, President

REPRESENTED BY RAYMER

OLD LADY OPPORTUNITY *MOVES TO* KNOXVILLE!

She heard so much about Knoxville's growth that she moved in on us. She's a staff member now and is working every minute of the day over WBIR delivering sales messages to our vast listening audience. Messages that are really resulting in increased sales volume.

A FEBRUARY FORECAST·

SALES MANAGEMENT forecast for February, 1944 showed Knoxville leading all southern cities in retail sales and services increase over February, 1943!

● WBIR offers concentrated coverage where the most people live with the greatest amount of money to spend.

WBIR

John G. Ballard, Mgr.

KNOXVILLE, TENNESSEE

—The Home of TVA—

WLAP	KFDA	WCMI
Lexington, Ky. Mutual Network	Amarillo, Texas Blue and Mutual	Ashland, Ky.-Huntington, W. Va. Mutual Network

All Four Stations Owned and Operated by Gilmore N. Nunn and J. Lindsay Nunn

Blue Mutual

Co-Op School Graduates Available to Stations

EDITOR BROADCASTING:

The caption under the photograph on page 62 of your Feb. 28 issue contains four errors of fact which are as follows:

The NAB studio control training course is 12 weeks in length, not 9 as stated.

The present course will terminate on March 2, and did not terminate on Feb. 23 as indicated. After March 2, these women are available for employment by interested stations anywhere in the United States.

Your caption fails to mention that this was a cooperative effort; agencies involved were NAB and the four major networks. The four networks contributed the use of their studios (WABC-WEAF-WJZ-WOR), control room facilities and staff engineers, all of which will accrue to the benefit of the entire broadcast industry. All shared equally in this activity, classes being held alternately in the various studios. RCA Institutes Inc., of New York City, conducted the course which was approved by the New York State Dept. of Education. Each of the 12 students paid a tuition of $75.

The engineer mentioned in the caption conducted only those classes held in the studio where he is employed, and not the classes conducted elsewhere. The various network engineers, who have contributed so much to the success of this course, acted as lecturers supplementing the RCA instructor who was present at all times.

Broadcasters interested in employing of these women should communicate with NAB.

HOWARD S. FRAZIER,
Director of Engineering NAB

Feb. 29

De Vault on KDKA

BEGINNING March 6 Charles L. DeVault, former U. S. diplomat turned commentator, will be heard on KDKA Pittsburgh, Monday through Friday, 6:05-6:15 p.m. Mr. DeVault served 22 years in the foreign service of his country, starting his diplomatic career in 1918 as an attaché of the American Embassy in Paris, later serving as consul in London, Taihoku, and Yokohama. He knows personally such figures as Tojo, Hirohito, and Laval. For the past two years Mr. DeVault has been commenting on world affairs on WOWO Ft. Wayne.

Eveready in Canada

CANADIAN NATIONAL CARBON Co., Toronto (Eveready batteries) on March 24 starts weekly half-hour transcribed musical program on a large number of Canadian stations. Recordings are being made by Dominion Broadcasting Co., Toronto, and account is placed by Locke, Johnson & Co., Toronto.

Canada Campaign

TIP-TOP TAILORS Ltd., Toronto, a dominion-wide clothing chain, started a network show *Riches to Rythm* Feb. 28, 8:30-9 p.m. over the newly formed Canadian Broadcasting Corp. Dominion network. Agency is McConnell-Eastman, Toronto.

WILLIAM JAMES BROWN, former production manager of WABC-FM New York, has been named WABC sales service manager replacing Stanley Pulver, who has joined the New Jersey office of Bendix Aviation Corp.

Grandpop GI

JACK McDONALD, sports broadcaster of KYA San Francisco, reports for induction March 11. He will be 38 on March 28 and is a grandfather.

Ferry-Morse on Blue

FERRY-MORSE SEED Co., San Francisco, on Feb. 24 started sponsoring a weekly quarter-hour gardening program, *Cabbages & Queens*, on 10 Blue California and Nevada stations (KECA KGO KFMB KTKC KFBK KWG KERN KOH KTMS KHUB), Thursday, 3:15-3:30 p.m. (PWT). Contract is for 13 weeks. Rolly Langley, network West Coast war garden director, and Norvell Gillespie, camouflage consultant and war garden advisory counsel, answer gardening questions. Everyone who attends broadcasts receives a gardenia. Prizes are awarded for correct answers to questions. Account was placed direct.

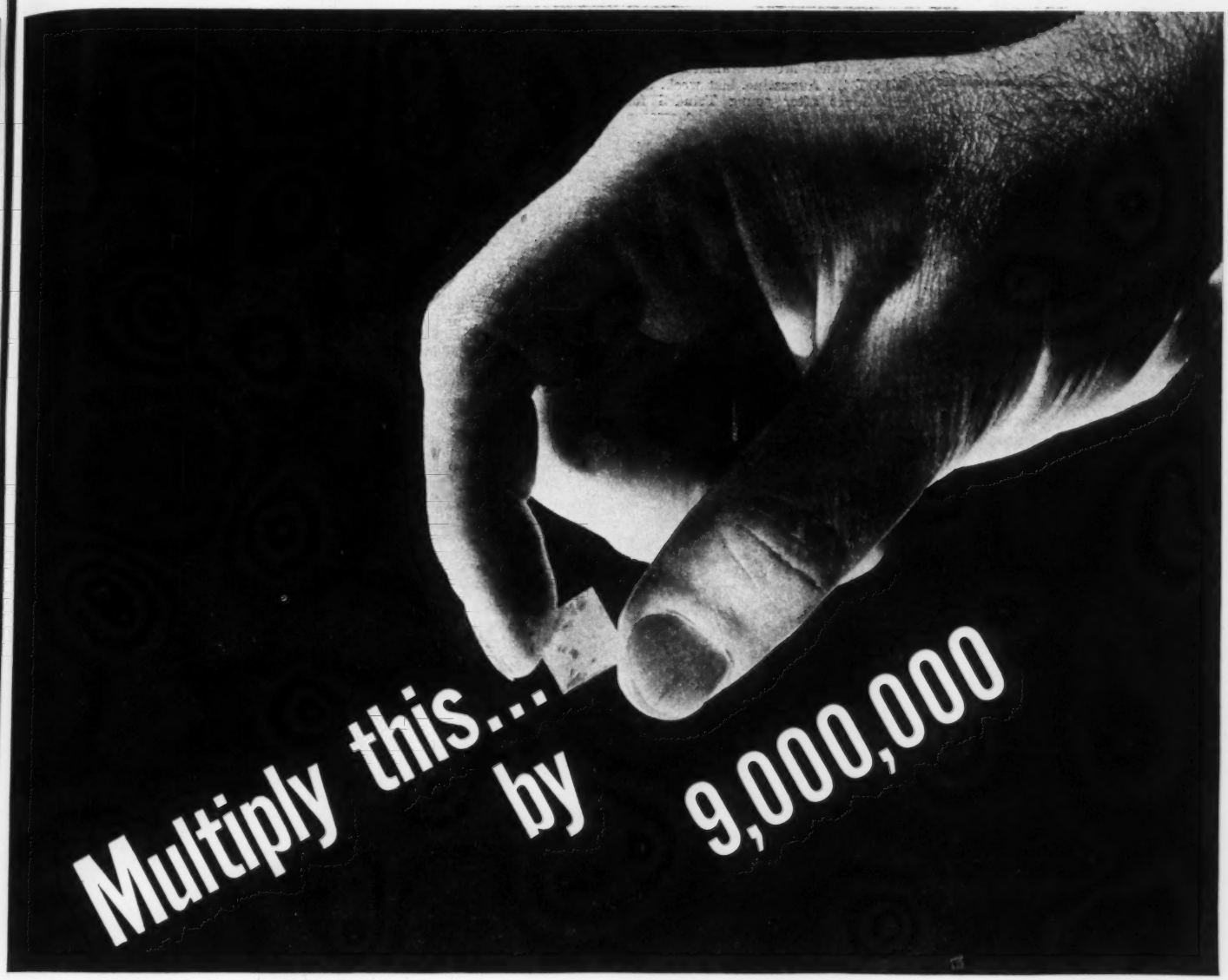
Libby Plans

LIBBY, McNEIL & LIBBY, Chicago, producers of Libby's 100 foods, and 100 food producers, are understood to plan sponsorship of *My True Story* on the full Blue network, probably starting in April. A sustaining show featuring dramatizations from the Macfadden magazine, *My True Story*, started on the Blue February a year ago and is heard Monday through Friday, 3:15-3:45 p.m. As a commercial it is expected to move into the 10:15-10:40 a.m. spot, leaving a five-minute overlap, which would be filled by the network. Libby used the Blue in November, 1942 for a one-time broadcast of a dealers convention. Agency is J. Walter Thompson Co., Chicago.

Oil-Air Project

STANDARD OIL Co. of New Jersey, and Socony-Vacuum Oil Co., have organized a new company, which will arrange to provide aviation service at foreign air bases for private aviation operators. Company will be known as Intava Inc., New York, and is capitalized at $100,000. President Shephard Dudley, and vice-president C. H. Baxley were both associated previously with International Aviation Associates, forerunner of the new firm.

"Just because I listen to 'Counter Spy' on WFDF Flint, you don't trust me any more."



. . . to keep fighting radios on the beam!

Under pressure of war's demands for immense quantities of radio equipment for use on land, at sea and in the air, crystal grinding techniques have been revolutionized.

More than 9,000,000 crystals have been produced for war by Western Electric to date. One of our shops now makes as many crystals in a day as the whole industry used to turn out in a year! And four such Western Electric shops are now working.

In other phases of Western Electric's war work, much the same thing has been happening. Radio receivers and transmitters of many types have been produced by the tens of thousands—mikes of all types totaling more than 600,000—over half a million headsets—vacuum tubes by the millions.

As a natural result of Western Electric's years of leadership in telephone and radio work, this Company is today *the nation's largest producer of electronic and communications equipment for war.*

To speed Victory, buy War Bonds regularly—all you can!

75TH ANNIVERSARY

Western Electric

ARSENAL OF COMMUNICATIONS EQUIPMENT

Studio Notes

CHECK for $48,606.51, representing collections in the fourth Mile of Dimes campaign conducted jointly by KMOX St. Louis and the *St. Louis Globe-Democrat*, has been received by the local St. Louis Infantile Paralysis Committee, of which KMOX program director Jerry Hoekstra is director.

IN COMMERATION of the YMCA centennial anniversary in June, a series of eight quarter-hour transcriptions has been prepared for the use of stations. Name artists are featured.

WOV New York has named Surety Adv., New York, to handle its advertising. Herbert S. Chason is account executive.

SEARCH FOR four-year-old Douglas Trindell Jr., who was lost 15 hours in the Florida swamps, was greatly aided, (and later dramatized) by WFOY St. Augustine, last week. Several hours after young Trindell followed his pet dogs into the swamp, WFOY assisted the family by broadcasting an appeal for volunteer searchers who with the help of the Florida State Guard, a Coast Guard detachment, the Police, the Sheriff's Force, units of the Florida Defense Council and the State Highway Patrol, located the wanderer.

A PLAN to educate school children in music appreciation by presenting intra-school radio quiz contests was one of the winning suggestions submitted in the musical contest conducted on WQXR New York by Olga Samaroff-Stokowski, heard on *Layman's Music Hour*.

The Score's What Counts!

A recent check of published weekly program schedules showed that WOAI carried 86 national spot programs during the seven-day period. The second most powerful San Antonio station listed none!*

Buyers of national spot time—free to use any station they wish in any city—continue to give overwhelming preference to WOAI.

They do so because they know that WOAI sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

*For week of February 13th.

50,000 WATTS - - - - - - - CLEAR CHANNEL
AFFILIATE NBC - - - - - - - - MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

Two Join NBC

TWO ARIZONA stations—KYCA Prescott, and KWJB Globe—became NBC affiliates last Wednesday March 1, as members of the Arizona Group, which includes KTAE KVOA KYUM KGLU. The Globe station is operated with 250 watts on 1240 kc by Gila Broadcasting Co. Southwest Broadcasting Co. operates KYCA with 250 watts on 1490 kc. NBC now has 145 affiliates.

SPECIAL PROGRAMS for neighboring towns are now aired on CKWS Kingston, Ont., under the title *Hi Neighbor*. Two half-hour programs weekly have been added to the station to cover the nearby town of Smith Falls, 57 miles distant.

WNAX Yankton, S. D., has opened a new street floor news room in Sioux City. AP and UP news printers are placed in the windows. Hourly bulletins are posted and regular newscasts now originate from the room.

WLW Cincinnati on March 4 broadcast the ceremonies at the presentation of the National Security Award to the Crowell-Collier Publishing Co. of Springfield, O.

KVI Tacoma, Wash., has appointed Homer Griffith Co., Hollywood, as Pacific Coast sales representative.

EXTENSION of broadcast time has been announced by WIP and WHAT Philadelphia. On Feb. 29 WIP went on a 24-hour schedule and WHAT has brought it part-time broadcasting schedule up from 42 to 45 hours a week. WHAT added 7 to 10 a.m. on Sundays to its broadcast schedule on March 5.

TOTAL OF 57 compositions were broadcast on the air for the first time during the 11-day annual music festival conducted by WNYC New York's municipal station. Heard on 148 special programs of the festival, 27 of the musical pieces were given their world premieres, and 30 other works performed elsewhere made their radio debut.

WCBI Columbus, Miss., has completed installation of a second recording unit.

1944 *Advertisers Rate & Data Guide* has just been published by the E. H. Brown Adv. Agency, Chicago. In condensed form, it lists radio time rates and wattage of larger stations and principal networks. Also included are rates, circulation, closing and issuance dates for magazines and newspapers. The guide is available to advertisers without charge.

To Honor Woods

MARK WOODS, president of the Blue Network, will receive a citation from the Poor Richard Club, a group of Philadelphia advertising men, at their annual dinner March 16. Mr. Woods will be cited for his contribution to radio. As part of the club's "Salute to the Blue Network", Ralph Dunninger's mental telepathy program will originate from the dinner.

Westminster Test

WESTMINSTER Ltd., New York, makers of men's and boy's hose, will start a test campaign this fall, marking its first venture into radio. Westminster dealers will receive a series of ten one-minute transcribed spot announcements to place on local radio stations. Agency is Fuller & Smith & Ross, New York.

BOTH BOWLERS and radio men are these WWJ Detroit men, who temporarily lead the Detroit league composed of WWJ WJR WXYZ and WJLB. They are (l to r), Howard Klett, promotion department, Shields Dierkes, production; Harold Priestley, assistant sales manager and team captain; Ned Allison, promotion; Earl Frick, sales.

Piper Plans Post-War

PIPER AIRCRAFT Co., Lock Haven, Pa., has appointed Abbott Kimball Co., New York, to handle public relations. The manufacturers of the Piper Cub are planning a public relations campaign in preparation for post-war sales activities. Radio advertising is a possibility, but plans are not likely to develop for six months or so.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER
For December 1943-January 1944

MORNING INDEX MON. THRU FRI. 8:00 - 12:00 A.M.	A	WGRC	B	C
	12.5	23.2	36.7	27.0
AFTERNOON INDEX MON. THRU FRI. 12:00 - 6:00 P.M.	A	WGRC	B	C
	28.6	31.1	20.4	18.2
SUN. THRU SAT. EVENING INDEX 6:00 - 10:00 P.M.	A	WGRC	B	C
	41.1	12.3	37.1	8.1

There must be a reason—and this is it!

WGRC Mutual

LOUISVILLE'S TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith National Representatives

Let's Get On with the War

We enter 1944 with a big war job to do.

Throughout the country there have been boards and committees and associations set up to make plans for the post-war period—to reconvert to peacetime industry.

Undoubtedly this is important. Industry must be ready to absorb the men who will come back from the military services. Industry must be ready to supply the great demand for consumer goods.

But industry must first do its part in winning the war. We must not look so far ahead that we don't see clearly before us the all important task of turning out every possible piece of military equipment today. We must not forget that the peak demand has not yet been reached. We must not overlook the fact that it has taken us months to advance a few miles in Italy . . . that a very minute portion of our army has yet seen action . . . that Berlin is a long way from Rome.

We are becoming altogether too confident of victory. We all know that it will come. But we can not afford to spend the early months of 1944 in talking and planning conversion to peacetime products. We must first complete the job at hand because every day that peace is speeded hundreds of our boys are saved from death or disfigurement.

No industrialist will deny that we must plan for the future. America has been built on just such planning. But the plans can be made while production is going on. That production should not be slowed for a minute to experiment with some system of making peacetime products.

Labor, too, seems over confident. Eighty per cent of the men at our plant are working harder than ever before, doing everything they can to turn out tires. The other twenty per cent—a small minority but a serious bottleneck—has so reduced production that we are making no more tires in an eight hour shift today than we did in a six hour shift before the war.

For every hour's delay in the production of war goods, we must answer to our boys when they come home. And everytime some new committee is organized to promote post-war planning, the public gets new assurance that industry, at least, thinks the war is all over and we will be back to business as usual within a short time.

Encouraging this attitude are opinions from so-called experts who predict that Germany will be out of the war by April, that the Japs will be defeated by the end of the year.

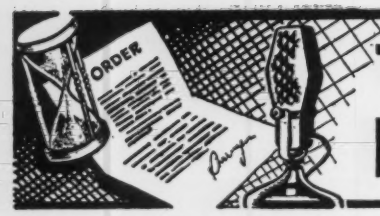
Those same optimistic predictions have been made since wars began. When the Revolution started, it was to be over within a year. It lasted seven. During the War between the States both sides freely predicted it couldn't last a year. It lasted four.

We have been making progress. We have taken the offensive. We have begun to push back our enemies in Europe and in the Far East. But we have a long way to go.

Let's concentrate on winning the war. Let's get out every truck and plane and gun and tire we can today. Let's do our planning after the day's work is done. Let's do it after working hours and keep those hours for producing more and more war goods. Only in that way can we face our returning sons with confidence that we have done our best to help to wind up this war in a hurry.

President

THE GENERAL TIRE & RUBBER COMPANY
AKRON, OHIO



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WABC New York

Ward Baking Co., New York (Tip Top Bread), 2 *sa* weekly, thru J. Walter Thompson Co., N. Y.

R. C. Williams Co., New York (Royal Scarlet products), 5 *sa* weekly, thru Alley & Richards Co., N. Y.

Kerr's Butterscotch, Jamesburg, N. J. (candy), 3 *sa* weekly, thru Tracy-Locke-Dawson, N. Y.

Spratt's Patent (America), Newark (dog food), 6 *sa* weekly, thru Paris & Peart, N. Y.

Vick Chemical Co., New York (Vatronol and Inhaler), 6 *sa* weekly, thru Morse International, N. Y.

Pepsi-Cola Co., Long Island City (beverage), 12 *sa* weekly, thru Newell-Emmett Co., N. Y.

Interwoven Stocking Co., New Brunswick, N. J., 6 *sa* weekly, thru United Adv. Agency, Newark.

Taylor-Reed Corp., Mamaroneck (Tumbo puddings), weekly *sp*, thru Tracy, Kent & Co., N. Y.

Consolidated Royal Chemical Corp., Chicago (Krank's shave Kreem), 3 *sp* weekly, thru Arthur Meyerhoff & Co., Chicago.

Melville Shoe Corp., New York (Thom McAn shoes) 3 *sp* weekly, thru Neff-Rogow, N. Y.

New York Telephone Co., New York, 5 *sp* weekly, thru BBDO, N. Y.

Studebaker Corp., So. Bend (institutional), 2 *sp* weekly, thru Roche, Williams & Cunnyngham, Chicago.

KHJ Hollywood

Old World Foods Inc., Beverly Hills, Cal. (Barra's wine sauce), 3 *sp* weekly, 13 weeks, thru The Barrett Co., Beverly Hills, Cal.

Eaton's Southern Calif. Restaurants, Los Angeles (chain), 3 *sp* weekly, 13 weeks, thru United Adv., Los Angeles.

Block Drug Co., Jersey City (Gold Medal capsules), 5 *ta* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.

French Kitchen Food Corp., Los Angeles (spaghetti sauce), weekly *ta*, 39 weeks, thru Brisacher, Van Norden & Staff, Los Angeles.

WHO Des Moines

Beaumont Labs, St. Louis (4-way cold tablets) 7 *ta* weekly 13 weeks, thru Donahue & Coe, New York.

Spiegel Inc., Chicago (catalogue), 9 *sp* weekly thru J. L. Stewart Agency Chicago.

Carter Products, New York (Arrid) 4 *ta*, 52 weeks, thru Small & Seiffer, New York.

Cargill Inc., Minneapolis (Cargill Feeds), *sp* weekly, thru Olmstead & Foley, Minneapolis.

Hulman & Co., Terre Haute (Clabber Girl Baking Powder), 4 *sa* weekly, 52 weeks, thru Pollyea Adv. Co., Terre Haute.

Peter Paul Inc., Naugatuck, Conn. (Mounds, Walnettos, Ten Crown Gum) 3 *ne* weekly, 13 weeks thru Platt-Forbes, New York.

Leaf Gum Co., Chicago *ta* weekly, 13 weeks, thru Bozell & Jacobs, Chicago.

KYW Philadelphia

Mentholatum Co., Wilmington, Del. (Mentholatum), 3 *ne* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.

Fanny Farmer Candy Shops, 3 *sa* weekly, for 39 weeks, thru J. Walter Thompson Co., N. Y.

Cocilana Inc., Brooklyn (Cough Nips), 5 *sa* weekly, for 13 weeks, thru Al Paul Lefton, N. Y.

Westinghouse Electric Mfg. Co., Bloomfield, Pa. (Lamp Division), 18 *sa* weekly, for 13 weeks, thru Fuller, Smith & Ross, N. Y.

Mrs. Schlorer Inc., Philadelphia (food products), 1 *sa* weekly, 13 weeks, thru May Adv., Philadelphia.

CFRB Toronto

Benjamin Moore & Co., Toronto (paints) *sp* weekly, thru E. W. Reynolds & Co., Toronto.

American Home Products Corp. Chicago (Anacin), 3 *sp* weekly, thru Dancer-Fitzgerald-Sample, Chicago.

W. H. Comstock Co., Brockville, Ont., (proprietary) 3 *sp* weekly, thru Jack Murray Ltd. Toronto.

Vick Chemical Co., Windsor, Ont., (Vick's products) 5 *sp* weekly, thru Morse International, New York.

KECA Los Angeles

Globe Grain & Milling Co., Los Angeles (Globe A-1 flour) *ta*, weekly, 13 weeks, thru McCann-Erickson Inc., Los Angeles.

Helms Bakeries, Los Angeles (home delivery service) 8 *ta* weekly, 13 weeks, thru Dana Jones Co. Los Angeles.

Interstate Bakeries Corp., Los Angeles (bakery products), 3 *ta* weekly, 13 weeks, thru Dan B. Miner Co., Los Angeles.

WGY Schenectady

Lever Bros., Cambridge, Mass. (Spry) 8 *t* weekly, 52 weeks, thru Ruthrauff & Ryan, N. Y.

Wilson & Co., Chicago (B-V) Boullion Cubes, 2 *sa* weekly, 26 weeks, thru U. S. Advertising Corp., Chicago.

Standard Oil Co., of New Jersey, (Esso), *ne* weekly, 52 weeks, thru Marschalk & Pratt, N. Y.

Chris Hansen Labs, Little Falls, N. Y. (Junket Brans Food Products), 69 *sa*, thru Mitchell Faust Adv. Co., Chicago.

N. Y State Savings Bank Assn. 2 *sp* weekly, 52 weeks, thru Ruthrauff & Ryan, N. Y.

American Poultry Journal, Chicago, 42 *t* thru Simmonds & Simmonds, Chicago.

Marlin Firearms Co.., New Haven (shave cream), 39 *sa*, thru Craven & Hedrick, N. Y.

American Chicle Co., Long Island City, N. Y. (Chiclets), 2 *ta*, thru Badger, Browning & Hersey, N. Y.

Rockwood & Co., Brooklyn (Chocolate Bits), 39 *sa*, thru Federal Advertising Agency, N. Y.

Don Allen, Chevrolet, Albany (automobiles), 6 *sp*, direct.

Wm. S. Scull Co., Camden (Boscul Coffee), 8 *t*, 43 weeks thru Compton Adv. Co., N. Y.

W. W. Lee Co.., Watervliet, N. Y. (Save the Baby) 15 *sp*, thru Leighton & Nelson, Schenectady, N. Y.

WIND Gary-Chicago

Dr. W. B. Caldwell, Inc., Monticello, Ill. (home remedies), 6 *sa* weekly, 52 weeks, thru Sherman & Marquette, Chicago.

Linco Products Distributing Co., Chicago (washing fluids), 6 *sa* weekly, 52 weeks, thru Mitchell-Faust Adv., Chicago.

Inland Steel Co., Chicago, 30 *sp*, direct.

Nehi Bottling Co., Gary, 12 *sa* weekly, 26 weeks, direct.

Ward Baking Co., N. Y. (bread), *sa* weekly, 36 weeks, thru J. Walter Thompson Co., N. Y.

KGB San Diego, Cal.

O'Keefe & Merritt Co., Los Angeles (gas stoves), 2 *sa* weekly, 52 weeks, thru Richard B. Atchison Adv., Los Angeles.

Dr. Beauchamp, Los Angeles (Southern California chain credit dentist), 573 *sa*, 52 weeks, thru Charles N. Stahl Adv., Hollywood.

Mim's Dog Food Co., Los Angeles (dog food), 3 *sp* weekly, 13 weeks, thru Milton Weinberg Adv., Los Angeles.

KPAS Pasadena, Cal.

Airport Ground Schools, Los Angeles (instruction), 6 *t* weekly, thru West Marquis Inc., Los Angeles.

Campbell Foods, Des Moines, Ia. (food products), 3 *sp* weekly, thru Menough Adv., Des Moines.

Zenith Appoints Bonfig To Vice-President Post

HENRY C. BONFIG, formerly commercial vice-president of RCA, has joined the executive staff of Zenith Radio Corp. as vice-president in charge of the household radio sales division, it has been announced by James J. Nance, vice-president and director of sales, and Comdr. E. F. McDonald Jr., president.

Mr. Bonfig

B. J. Farwig, formerly assistant general sales manager for Cities Service Oil Co., has been appointed sales manager for the hearing aid division. E. R. Taylor now heads the the newly created sales planning department, designed to coordinate sales promotion for the company's principal sales divisions.

Radio Advertisers

BOND STORES, New York, will sponsor for 52 weeks a thrice-weekly quarter-hour news period on WABC New York starting Mar. 21. Clothing house also sponsors news and musical programs on 42 stations throughout the country, including newscasts on the two Don Lee stations. Agency is Neff-Rogow, New York.

L. & H. STERN Inc., New York, on Feb. 28 started participations on WABC's *Reveille Sweetheart*, Mondays through Saturdays, for smoking pipes and "Zeus" cigarette filter-holders. Contract is for 52 weeks. Agency is Al Paul Lefton Co., New York.

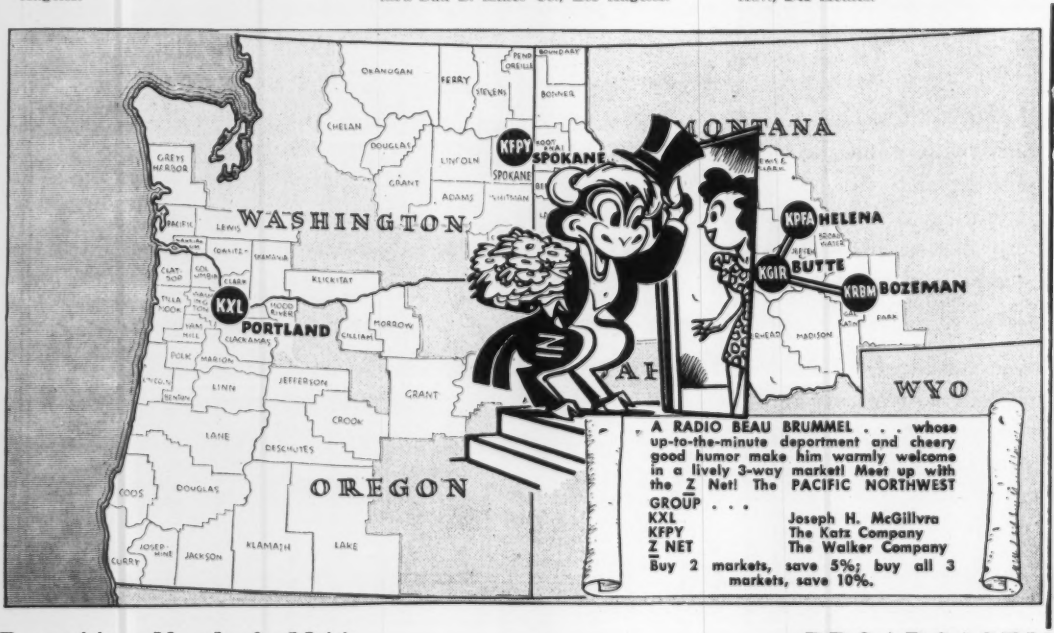
GRIESEDIECK-WESTERN Breweries, Belleville, Ill. (Stag Beer), has begun sponsorship of transcribed *Coon Crick Boys* on KWK St. Louis. Novelty musical series is heard twice-weekly. Agency is Maxon Inc.

METRO-GOLDWYN-MAYER STUDIOS, Culver City., Cal., in addition to using an average of eight transcribed and live announcements per week, on Feb. 21 started sponsoring a five weekly ten minute news commentary by Peter de Lima on KFI Los Angeles. Film studio on Feb. 20 also started using an average of seven live and transcribed announcements weekly on KECA. Contracts are for 52 weeks. Agency is Donahue & Coe Inc., New York.

PORTERS, Phoenix (department store), currently is sponsoring a weekly quarter-hour state and local news commentary, *Porter Reporter*, on KOY Phoenix. Contract is for 52 weeks. Morgan Adv., Phoenix, has the account.

AMERICAN DEHYDRATION Co., Los Angeles (Copeland's chili, beans), new to radio, on Feb. 15 started for 13 weeks using three weekly participation in Polly Patterson's program on KPAS Pasadena, with two per week in *Art Baker's Notebook* on KFI Los Angeles. Campaign will be expanded to include other Pacific Coast stations. Agency is Elwood J. Robinson Adv., Los Angeles.

CORINTHIA Inc., New York, cosmetic firm, for Mar. 6 begins thrice-weekly participations for lipstick on *Arthur Godfrey* on WABC New York. Contract is for 13 weeks. Agency is Arthur Rosenberg Co., New York.



INDIAN RIVER Canners Inc., Indian River, Fla., has signed for a 13-week contract for participations on the *Pure Food Hour* on WOR New York, effective Feb. 28. Product is Ind-Rio grapefruit juice. No other radio is being used. Business placed through Samuel C. Croot Inc., New York.

PETER P. ISAZA, formerly with Pepsodent Co., Chicago, has been named director of foreign sales of the American division of Ponds Extract Co. and Ponds Extract Co. International, as foreign sales director. He will direct all advertising and promotion in the Western Hemisphere, except United States and Canada. Ponds has radio schedules in several Latin American countries, including Mexico. Agency on export advertising is J. Walter Thompson Co., New York.

JOHN LEROY JOHNSTON becomes national director of public relations of Republic Pictures, New York, March 6. He has been associated with various phases of motion picture promotion for the past 35 years.

MANDARIN FOOD PRODUCTS Inc., Los Angeles (Nu-Trishus meat balls), has appointed David & Beaven Adv., Los Angeles, as agency.

LEON & EDDIES, New York night club, has started a five-minute news program *Midnight Extra*, Sun. through Wed., for 52 weeks on WJZ New York. Agency is Mason-Relkin Co., New York.

ALLIED Toiletries Distributors, New York, has appointed A. W. Lewin Co., New York, to handle their advertising. No immediate radio plans.

INDUSTRIAL Undergarment Corp., New York, has appointed Norman D. Waters & Assoc. to handle advertising for slips and blouses. No radio is planned for the present.

Censorship Meeting

EDWARD H. BRONSON, of the Office of Censorship's broadcasting division, will meet with New York and New Jersey foreign language broadcasters March 13 to discuss the censorship problems of foreign language radio. Conference will meet at the offices of the Common Council for American Unity, which arranged the meeting.

HEARN'S DEPARTMENT STORE, New York, N. Y., on Feb. 26 renewed *Little Theatre*, children's 45-minute variety show on WHN for 52 weeks. Contract for the weekly feature, now in its ninth year, was placed direct.

FREDERICK FELL Inc., New York, book publishers, have appointed H. C. Morris & Co., New York, to handle their advertising. No radio is planned.

GRAYGONE VITAMIN Co., New York, Post Export Trading Co., New York, B & M Novelty Co., New York, and Peerless Pen and Pencil Co., New York, have placed their accounts with Advertising Bureau of America, New York.

KELITE PRODUCTS, Los Angeles (Kenu cleanser), in a 30-day San Diego area campaign which started Feb. 18 is using daily chainbreak announcements on KFMB KFSD KGB. Firm in addition sponsors a weekly quarter-hour news commentary by Sam Hayes on 4 Blue California stations, and one per week 15-minute recorded musical program, *Heart Strings*, on KWKW Pasadena. Agency is Little & Co., Los Angeles.

SCARFE & Co., Brantford, Ont. (paints), is to start a spot announcement campaign on a number of Ontario stations. Agency is McConnel Eastman & Co., Toronto.

SALES FLY HIGH WHEN YOU BUY

BALTIMORE'S
Blue Network Outlet
John Elmer, President
Geo. H. Roeder, Gen. Manager
FREE & PETERS
Exclusive National Rep.

WE REACH NO SOULS IN BAREFOOT (Ky.)!

Or heels, either—we don't reach *nuthin* in Barefoot, Kentucky. But we're pretty callous about them pore people, because we've got quite a job here in the Louisville Trading Area, giving practically exclusive NBC service to nearly a million consumers in this concentrated, worth-while market. If you want "shoes for baby", you can make the where-with-all at WAVE!

LOUISVILLE'S WAVE
5000 WATTS . 970 KC
N. B. C.
NATIONAL REPRESENTATIVES
FREE & PETERS, INC.,

LOOKING FOR ACTION??
. . . then you're looking for—
WAVE
New Bern, North Carolina
. . . COVERING NOT 1 . . . NOT 2, —BUT 3 (THREE) OF THE WORLD'S MIGHTIEST MILITARY BASES!
If you're looking for action, contact
THE COASTAL BROADCASTING COMPANY, INC.
NEW BERN, NORTH CAROLINA
LOUIS N. HOWARD, Pres.

B. CRIBARI & Sons, New York, has appointed St. Georges & Keyes, Inc., New York, to handle advertising for San Benito wines. No radio is planned.

FAWCETT PUBLICATIONS Inc., New York, has appointed Hill Adv., Inc., New York, to handle its account. No radio is planned.

HUDSON'S BAY Co., Winnipeg (department stores) has started daily shopping talks on CFAC Calgary. Advertising is placed by Cockfield Brown & Co., Winnipeg.

J. H. STAFFORD INDUSTRIES, Toronto (soups), has started spot announcements five days weekly on CFRB Toronto. Account was placed by E. W. Reynolds & Co., Toronto.

S. G. BENDON UTILITY Co., Montreal (food products) has started spot announcements five times weekly on CFCF Montreal. Account was placed direct.

ATLANTIC BREWING Co., Chicago, has named Campbell-Mithun, Chicago, as agency.

WM. HENGERER & Co., leading Buffalo department store, is sponsoring *Counter Points*, morning musical, five times weekly for a full year on WBEN.

CIAA Series

ISIDRO ORDENA and Sergio Bagu of the Office of the Coordinator of Inter-American Affairs, give their impressions of New York in a new series of Spanish language broadcasts for Latin-American countries. Mr. Bagu formerly was production director of Radio Splendid, Buenos Aires. The program is broadcast by NBC over WNBI WLWD WRUW WBOS WLWK WCRC WRUL WGEO WRUS WCDA.

COOPER'S Department Store, Fresno, Cal., under its new 52 week contract with KARM now utilizes 1 half hour period and 52 quarter-hour periods on the station each week.

BANK FOR SAVINGS, New York, has appointed Irving Hamilton Inc., New York, to handle advertising. Radio is being considered.

J. F. APSEY Jr., advertising manager of Black & Decker Mfg. Co., Towson, Md., manufacturers of electric tools, has been named chairman of the industrial media committee of the Assn. of National Advertisers for 1944.

Agencies

CARL STANTON, radio director of Dancer, Fitzgerald & Sample, Chicago, is in Hollywood for policy conferences with Les Mitchell, newly-appointed producer of the daily NBC *Dreft Star Playhouse*.

GRACE GIBSON, Hollywood manager of Spot Sales Inc., has resigned and is enroute to Australia. John Livingston continues as Pacific Coast manager and will divide time between San Francisco and Hollywood.

BERTHA GIBSON has taken over operation of Grace Gibson Radio Productions, Hollywood transcription library service. She is also American representative of MacQuarie Broadcasting Services, Australia.

JOHN BARNETSON, former copy writer of Ward Wheelock Co., New York, has joined the creative staff of Fuller & Smith & Ross Inc., New York. Before joining Ward Wheelock Co., Mr. Barnetson was on the copy writing staff of Kenyon & Eckhardt, New York.

Ramsdell to Agency

ARTHUR W. RAMSDELL, former vice-president and sales director of the Borden Co., New York, has purchased an interest in Buchanan & Co., New York, and will serve as vice-president. He will specialize in merchandising and sales promotion. Mr. Ramsdell was a former president of the National Federation of Sales Executives Clubs. He headed the research staff of BBDO New York for several years and has been sales consultant for business firms. He was formerly vice-president and director of Grocery Mfrs. of America.

IVAN BLACK, publicity firm, will move from 128 E. 58 St., New York, to 400 Madison Ave., about May 1.

LORRAINE RHODES, former program director of WBYN Brooklyn, has joined the script writing staff of the Blackstone Co., New York. She is succeeded by Josephine C. Pastorino, formerly on the advertising staff of Delaware, Lackawanna & Western Coal Co., New York.

HOWARD G. (Pat) KNOWLTON is now an account executive of MacFarland, Aveyard & Co., Chicago. He formerly was vice-president of Decorators Wall Paper Co., St. Louis.

VERNON M. WELSH, copy director, and Arthur A. Suring, art director of Geyer, Cornell and Newell, have been elected vice-presidents.

ALAN LEGG, former copy chief of M. H. Hackett Co., New York, has joined the creative staff of Fuller & Smith & Ross, New York. He has also been named associate account executive of that firm.

LLOYD N. DAY, formerly on the sales division staff of Montgomery Ward & Co., New York, has joined the copy staff of BBDO, New York.

ROGER IRWIN, formerly on the research staff of Ward Wheelock Co., Philadelphia, has joined the research and marketing staff of Pedlar, Ryan & Lusk, Inc., New York.

IRWIN VLADIMIR & Co., New York, has moved from 570 Lexington Ave., New York, to 285 Madison Ave. The telephone number has been changed to Murryhill 5-0750.

FRANK S. CHRISTIAN, account executive in the New York office of H. B. Humphrey Co., Boston, has been elected a vice-president and director.

JENNISON PARKER, freelance writer and formerly on the production staff of Young & Rubicam, Hollywood, has joined Glasser-Gailey & Co., Los Angeles agency, as copy chief.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

KTHS . . . . . Hot Springs, Ark.
KWKH . . . . . Shreveport, La.
KTBS . . . . . Shreveport, La.
WCPO . . . . . Cincinnati, Ohio
WTJS . . . . . Jackson, Tenn.
WNOX . . . . . Knoxville, Tenn.
WMC . . . . . Memphis, Tenn.
KTBC . . . . . Austin, Texas
KRIC . . . . . Beaumont, Texas
KRIS . . . . . Corpus Christi, Texas
KRLD . . . . . Dallas, Texas
KXYZ . . . . . Houston, Texas
WCHS . . . . . Charleston, W. Va.
WBLK . . . . . Clarksburg, W. Va.
WSAZ . . . . . Huntington, W. Va.
WPAR . . . . . Parkersburg, W. Va.

5000 WATTS • DAY AND NIGHT
WJW
850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND

Represented Nationally By HEADLEY-REED CO.

WITH VISIONS of gastronomic ecstasy S/Sgt. William F. Kiley Jr., former commercial manager of WFBM Indianapolis, awaits his piece of the birthday cake being cut by Rose Lee Farrell, who recently celebrated the tenth anniversary of her WFBM *Kitchen of the Air*. S/Sgt. Kiley is now in the public relations office of the Troop Carrier Base at Stout Field.

NBC Affiliates

(Continued from page 9)

ods for network-station cooperation. Station men met alone Monday under chairmanship of Paul W. Morency, WTIC Hartford, representative of district 1 of the NBC stations planning and advisory committee, for a preliminary discussion of station-network problems.

Mr. Trammell conducted one session on the problem of allocating time to provide equal opportunities for discussion of controversial issues, with Dr. James Rowland Angell, public service counsellor, suggesting that forums and debates are better than separate talks as they provide the same audience for both sides of an issue.

James Gaines, assistant manager, promotion department, reported that the network promotion staff is now equipped to assist affiliates with local promotion campaigns. He also announced that the parade of stars fall campaign on NBC commercial programs will be repeated and expanded this year. William F. Brooks, director of news and special events, reported on NBC past and future war coverage operations.

Sheldon B. Hickox Jr., manager, stations department, reported on the success of the network's present cooperative programs and offered to arrange more if the affiliates want them. Sid Eiges, assistant manager, press department, told about *Your Radio Reporter*, quarter-hour radio gossip show prepared by the press department and now broadcast by 94 stations, and other means devised to secure publicity.

Roy Witmer, v-p in charge of sales, reported that NBC had reached a new high in 1943 and that 88 program periods of commercial programs a week are currently broadcast over the full NBC network. Mr. Hedges concluded the meeting with an address on the topic, "Keep NBC the Number One Network."

Wisconsin Uses Radio In Reaching Electorate

USING 19 Wisconsin stations for a political talk by Gov. Ed Thye of Minnesota on Feb. 29, Wisconsin is among the first states to conduct a presidential primary election for delegate slates. Indications point to extensive use of radio facilities for reaching the electorate. The Stassen for President Club of Wisconsin, which sponsored the Governor's talk, also purchased three commercial announcements.

Traffic for the statewide hookup was handled by the Wisconsin Network, including WRJN WCLO WHBY KFIZ WHBL WIBU WSAU and WFHR. In addition to the regular Wisconsin Network affiliates, the political organization used WEMP WIBA WKBH WEAU WOMT WJMS WATW WTAQ WIGM WDSM and WOSH. Ralph Timmons, Inc., Madison agency, handled the negotiations.

Eickelberg to MBS

WILBUR EICKELBERG, sales manager of the Don Lee Network in Hollywood before joining the Marines, has received an honorable discharge from the service, and will join the Mutual sales department March 9 as account executive.

NORTH CAROLINA is the SOUTH'S No.1 AGRICULTURAL STATE

CASH INCOME AND GOVT. PAYMENTS
Source: — Department of Agriculture, 1940

WPTF with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No.1 SALESMAN

NBC — 680 K.C.

FREE & PETERS, NATIONAL REPRESENTATIVES

A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:

2,450,000	Jewish	Speaking Persons
1,522,946	Italian	Speaking Persons
1,236,758	German	Speaking Persons
661,170	Polish	Speaking Persons
200,000	Spanish	Speaking Persons

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

One Good Deed...

CHUCK SIMPSON, m.c. of *Yawn Patrol*, early morning hour on WCSC Charleston, S. C., reported for Army duty Feb. 17. The Charleston Ministerial Union presented Chuck with a handsome kit of toilet articles. An unusual occurrence for a sportscaster, the presentation was a great credit to Chuck, whose interest in the morning program of the Ministerial Union, *Morning Devotions* and many good deeds for the service men stationed in the Charleston area have endeared him to the members of the Union.

K & E ON COAST

KENYON & ECKHARDT has established West Coast offices at 6253 Hollywood Blvd., Hollywood. Telephone is Hillside 8368. J. A. Briggs, formerly advertising manager of the Kellogg Co., Battle Creek, Mich., who recently joined the agency, has been appointed West Coast manager.

U. S. Rail Plan

(*Continued from page 10*)

radio in its budget and therefore could not spend money on this media. OWI accordingly informed stations that although RRB's requests for time were legitimate Government requests, the stations were at liberty to refuse to carry the messages if they felt that the subject was commercial.

Mr. Hymes said the RRB budget change places funds at the disposal of the regional offices of the Board, with the proviso that radio can be used to recruit help in local situations. In the past, these offices have called upon OWI station relations chiefs for assistance in recruiting freight handlers, conductors, engineers, ticket sellers, trackmen and other railroad labor.

The RRB action does not affect the situation concerning "Don't Travel" messages, Mr. Hymes said. In the case of the travel announcements, stations had protested the donation of time requested by the Office of Defense Transportation while railroad companies have been buying space in other media for similar messages. When OWI discussed this matter with the Assn. of American Railroads it was advised that the request of stations that radio be considered along with other media in railroad advertising was for each railroad to decide [BROADCASTING, Dec. 29, 1943].

REFINERY FETE

HIGHLIGHTING the dedication of a new oil refinery, constructed near Texas City, Tex., by American Oil Co., and its affiliate Pan American Oil Corp., Maj. George Fielding Eliot will present his CBS *World News* broadcast for American Oil products, from that city Thursday, March 9. Officials from the Army and the Navy and from the petroleum industry, will attend the ceremonies—dedication of a new "cat cracker" unit to produce 100 octane aviation gasoline.

KOBH TO DEAN WHOP-WSON SHIFT

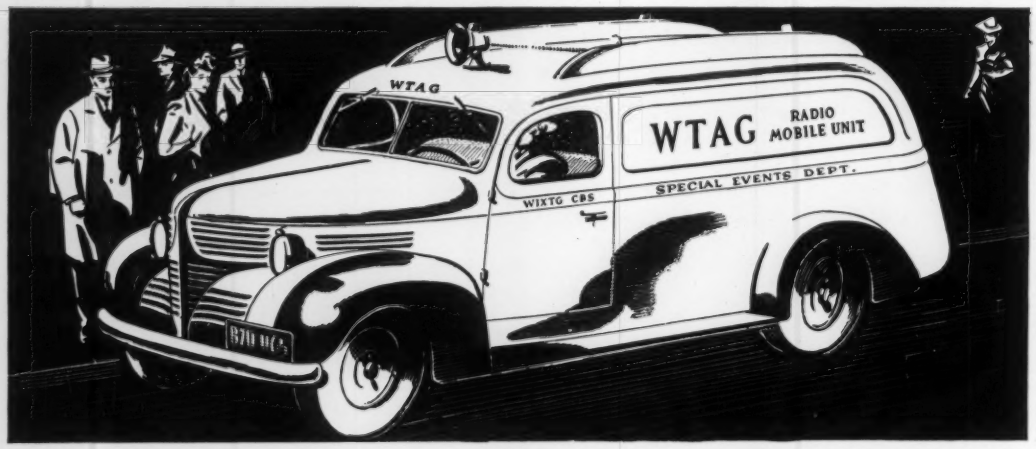
KOBH Rapid City, S. D., last week applied to the FCC for transfer of control to Robert J. Dean, general manager of the station for the past seven years, through the transfer of 100 shares common stock (and 111 shares preferred stock) for $32,000 from the Tri-State Milling Co. (46 shares), C. A. Quarnberg (14 shares), and P. R. Quarnberg, E. F. Gronert, George E. Bruntlett, William McNulty (each 10 shares). Mr. Dean already owns 47.5 shares of the total 150 shares common stock.

Kentucky Petitions

Paducah Broadcasting Co., licensee of WPAD Paducah, WHOP Hopkinsville and WSON Henderson, Ky., filed applications last week requesting voluntary assignment of the licenses of WHOP and WSON to Hopkinsville Broadcasting Co. and Henderson Broadcasting Co. respectively, new corporations formed to take over operation of the outlets. Paducah Broadcasting receives 49 shares (65.3%) in Hopkinsville Broadcasting, plus $1,500, and 44 shares (58.6%) in Henderson Broadcasting, plus $3,251.35.

Pierce E. Lackey, general manager of WPAD and president and major stockholder (191 shares—95.5%) in Paducah Broadcasting, is also president and stockholder in the new corporations.

Interest holdings are divided as follows: Hopkinsville Broadcasting—P. L. Lackey, (president) 3 shares—4%; Hecht S. Lackey, (1st vice-president) 10 shares—13.3%; F. Ernest Lackey, (secretary-treasurer) 10 shares; Montana Lackey, (2nd vice-president) 3 shares; Paducah Broadcasting, 49 shares—65/3 65.3%. Henderson Broadcasting-P. L. Lackey (president), 3 shares—4%; Hecht J. Lackey, (secretary-treasurer) 25 shares—33.3%; Montana Lackey, (vice-president) 3 shares; Paducah Broadcasting, 49 shares—58.6%.



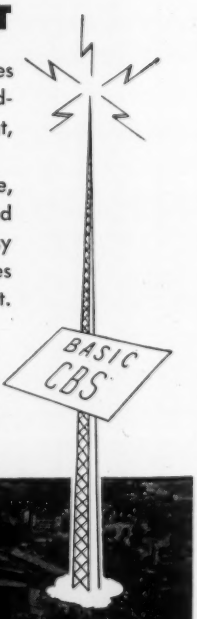
The **WTAG** *Mobile Unit*

FOR BIG EVENTS IN A BIG MARKET

Here in a big market is a big station operating on a metropolitan scale and serving all Central New England with radio's finest programs — CBS network and local shows created and produced by WTAG's large and efficient staff.

WTAG's Mobile Unit, a complete modern transmitting and recording unit, is the only one in the Central New England Market. Seldom a day goes by that this Mobile Unit is not scheduled to cover a major community event, or to do a commercial assignment.

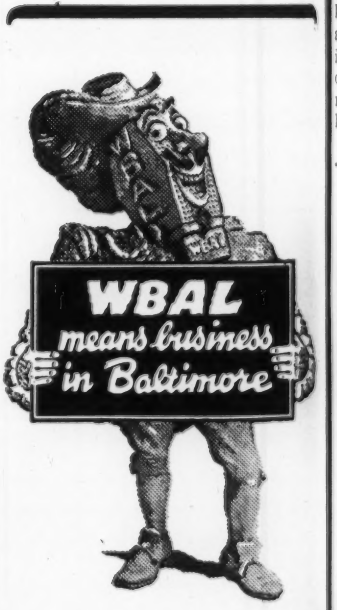
WTAG has the facilities, the people, and the "know-how" to command and hold the audience in the vast and busy Central New England Market. It does things in a big way, inside the market.



PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

ASSOCIATED WITH THE WORCESTER TELEGRAM-GAZETTE



Edward Petry & Co., National Representative

'Time' Underwrites Free Press Study

U. of Chicago to Take Charge Of Two-Year Inquiry

RADIO figures prominently in the two-year study into the freedom of the press in the U. S., which will be conducted under the auspices of the U. of Chicago with a grant of funds from Time Inc., according to Robert K. Hutchins, president of Chicago.

The Commission will conduct an inclusive inquiry, the announcement said, into the nature, function, duties and responsibilities of the press (using the word in its broadest sense) including radio. News, editorial expression, commentators, departments, and advertising will be studied. *Time* magazine, which in no way enters into the work of the commission of inquiry, pointed out editorially that, "When CBS recently tried to ban its newscasters from expressing their own opinions on the air it only emphasized the whole great problem of the interpenetration of 'news' and 'opinion'."

Dr. Hutchins said the commission planned to "examine areas and circumstances under which the press in the United States is succeeding or failing; to discover where free expression is or is not limited, whether by governmental censorship, pressures of readers, or advertisers, the unwisdom of its own proprietors or the timidity of its managers."

Members of the commission, which will have its headquarters and a permanent research staff in New York, are:

Zechariah Chafee Jr., professor of law at Harvard University; John M. Clark, professor of economics at Columbia University; John Dickinson, general counsel of the Pennsylvania Railroad; William E. Hocking, professor of philosophy at Harvard University; Dr. Hutchins; Harold D. Lasswell, Library of Congress; Robert D. Leigh, director of Foreign Broadcast Intelligence Service of the FCC and chairman of the United Nations Monitoring Committee; Archibald MacLeish, Librarian of Congress and director of the Office of Facts & Figures, abolished with the creation of OWI; Charles E. Merriam, professor of political science at the University of Chicago; Reinhold Niebuhr, professor at the Union Theological Seminary; Robert Redfield, dean of the Division of Social Sciences at the University of Chicago; Beardsley Ruml, chairman of the Federal Reserve Bank of New York; Arthur M. Schlesinger, professor of history at Harvard University; George N. Shuster, president of Hunter College; Dr. Hu Shih, former Chinese Ambassador to the United States; Jacques Maritain, president of the Free French School for Advanced Studies; John Grierson, Government Film Commissioner of Canada; and Kurt Riezler, professor of philosophy at the New School for Social Research.

DAIRYLAND HOOKUP ORGANIZED IN MINN.

FORMATION of the Dairyland Network, comprising four Minnesota stations, WTCN Minneapolis-St. Paul; KWNO Winona; KWLM Willmar; and KATE Albert Lea was announced last week by the managers of the stations involved.

The Dairyland Network is designed to supply complete coverage of one of the richest dairying sections of the country. It will carry Blue Network features.

Agreements covering the new network's formation were signed in the offices of WTGN, which will serve as general headquarters. Edgar L. Hayek, KATE; Max White, KWNO; H. W. Linder, KWLM; and C. T. Hagman, WTCN, will direct the new organization.

KSFO Expansion

IN AN expansion of facilities, Associated Broadcasters Inc., owner and operator of KSFO San Francisco, has purchased OWI studios in Mark Hopkins Hotel, where station also is located. OWI retains its San Francisco headquarters at 111 Sutter St., with no reported change in schedule of foreign broadcasts.

LISTEN

PEORIAREA POPULATION: 614,200 with complete coverage by WMBD

WMBD

Send for new Finger-tip Fact Brochure, today!

The finest radio programs, the most carefully prepared selling messages, your whole sales program is of no use—if you don't have listeners. Get into PEORIAREA where facts and figures prove the "home-station", that people *listen* to, delivers the goods.

FREE AND PETERS National Representatives

PEORIA BROADCASTING CO. Peoria, Illinois

"Oh, what a beautiful morning" -IN MEMPHIS

C. E. HOOPER — Memphis Audience Measurements — Dec., 1943 - Jan., 1944

	Station "B"	WMPS	Station "C"	Station "D"
Morning Index 8:00 - 12:00 A.M.	11.8	35.1	27.2	25.3
Afternoon Index 12:00 - 6:00 P.M.	18.8	27.7	35.7	17.8
Evening Index 6:00 - 10:00 P.M.	10.5	15.5	39.9	33.7

ON WMPS

The latest C. E. Hooper survey of Memphis again reveals WMPS' leadership. Here you will find the life, music and news that is America—presented in a manner that attracts through superior showmanship. Buy WMPS—IT'S BEST.

THIS IS THE Blue NETWORK

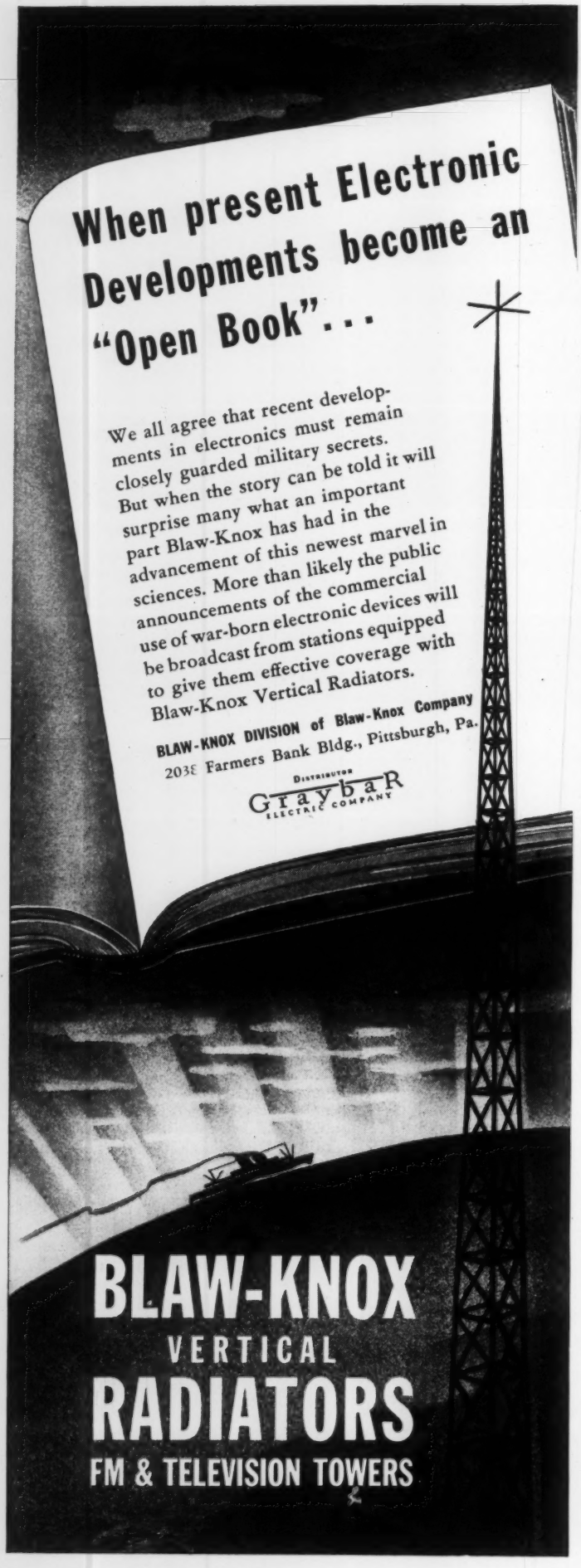
WMPS is under the same sound management policy as WCPO, Cincinnati, Ohio, and WNOX, Knoxville, Tenn.

WMPS

THE MEMPHIS NEWS STATION

Affiliated with THE MEMPHIS PRESS-SCIMITAR

REPRESENTED BY SPOT SALES


When present Electronic Developments become an "Open Book"...
We all agree that recent developments in electronics must remain closely guarded military secrets. But when the story can be told it will surprise many what an important part Blaw-Knox has had in the advancement of this newest marvel in sciences. More than likely the public announcements of the commercial use of war-born electronic devices will be broadcast from stations equipped to give them effective coverage with Blaw-Knox Vertical Radiators.
BLAW-KNOX DIVISION of Blaw-Knox Company
2038 Farmers Bank Bldg., Pittsburgh, Pa.
Distributor
Graybar ELECTRIC COMPANY
BLAW-KNOX
VERTICAL
RADIATORS
FM & TELEVISION TOWERS

Air News 'College' Is Urged by Lewis

MBS Commentator Honored At Sigma Delta Chi Lunch

FORMATION of an "American College of Radio Reporters" to establish a code of ethical standards for its membership of radio analysts, commentators and newscasters, was proposed last week by Fulton Lewis, jr., Mutual commentator. The suggestion was made at a luncheon last Tuesday in Washington of Sigma Delta Chi, professional journalistic fraternity, which awarded to Mr. Lewis a plaque and certificate for his outstanding work in radio reporting.

Also receiving awards were Drew Pearson and Robert S. Allen, newspaper columnists, for excellence in Washington correspondence, and Alexander Kendrick, editorial writer of the *Philadelphia Inquirer*. Lt. Col. Allen is on active army duty. Mr. Pearson, vacationing in Florida, did not accept the award personally. The Pearson-Allen award was for their newspaper column, rather than the Pearson broadcasts.

Full Disclosure

Mr. Lewis emphasized the need for a voluntary self-regulatory code for radio reporters. Describing radio as "public domain", he declared the newscaster must serve the public interest. Members of the proposed college would be obliged to publicly disclose "every penny they earn." A credit line mention of membership in the organization was suggested, such as: "John Doe is a fellow of the American College of Radio Reporters." Biographies and former connections of all members would be public.

Mr. Lewis was the first president of the Radio Correspondents Assn. and was active in gaining Congressional recognition for radio reporters through the establishment of the Congressional radio galleries.

Dept. Stores Sponsor 'Calling All Girls' Discs

LEADING department stores throughout the country are promoting their teen-fashions departments through sponsoring on their local stations of a newly transcribed program *Calling All Girls Club* of the *Air* developed by the *Calling All Girls Magazine*.

Featured are Nancy Pepper, famous New York fashion editor; Linda Allen and "Jennie Jabberwocky", Tom Shirley is announcer.

Among the stores signed are Gimbel Bros., New York, Philadelphia and Milwaukee; Hecht Co., Washington; Wm. Filene's Sons Co., Boston; John Shillito's Co., Cincinnati; Crowley Milner Co., Detroit. The programs are produced by Frederic W. Ziv Inc., Cincinnati and New York, recorded by Muzak, New York and directed by the *Calling All Girls* magazine.

MBS Challenges

(*Continued from page 14*)

$12,910 thereafter. The brief pointed out, however, that the figures were contingent on recording all programs from a single point, and on availability of equipment. If either assumption is incorrect "the cost must be very substantially increased", it added.

On its split networks Mutual pointed out that recording all programs under present wartime conditions would be "difficult if not impossible". Inasmuch as many stations feed programs to both the full and split networks, if the rule is adopted in its present form the cost to MBS would be many times the $15,950 estimate, the brief added.

CBS, through its general counsel, Julian F. Brauner, listed five major objections to the recording regulation: (1) The rule would serve no useful purpose; (2) it is discriminatory; (3) compliance will require the use of essential personnel and critical materials; (4) the rule should be clarified; (5) adoption should be postponed until after the war and until such time as a non-discriminating rule can be adopted.

Columbia said network broadcasts total less than 30% of the aggregate daily hours of operation of standard broadcast stations. Besides, the major networks already retain copies of "as broad-

6th Retail in Sales
in 16 Midwestern Metropolitan Districts*

1.	Chicago	$1,889,237,000
2.	St. Louis	506,851,000
3.	Kansas City	285,352,000
4.	Omaha	122,744,000
5.	Des Moines	85,677,000
6.	**TRI-CITIES**	**74,772,000**
7.	Peoria, Ill.	73,268,000
8.	Rockford, Ill.	46,372,000
9.	Springfield, Ill.	42,534,000
10.	Sioux City, Iowa	40,517,000
11.	Lincoln, Neb.	39,763,000
12.	Cedar Rapids, Iowa	35,985,000
13.	Waterloo, Iowa	33,476,000
14.	Decatur, Ill.	32,754,000
15.	St. Joseph, Mo.	30,077,000
16.	Springfield, Mo.	26,903,000

*1940 Census

TRI-CITIES is a thriving metropolitan area of more than 200,000 population. You can capture this prosperous urban market of Rock Island, Moline, Davenport and 8 other contiguous cities and towns, by using this popular, right-at-home "salesman"—

WHBF
5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS
Howard H. Wilson Co., Nat. Representatives

REMINDING E. E. Hill, managing director of WTAG Worcester, of his March 15 obligations is George B. Currie, division deputy chief of the Worcester office of Collector of Internal Revenue. Mr. Currie currently is conducting an *Aid for Taxpayers* series.

cast" scripts of network programs and those not keeping such records could do it with little difficulty, CBS explained. In addition, material for network programs is "carefully examined prior to broadcast to insure compliance with the Communications Act" and voluntary Code of Wartime Practices.

CBS said the rule would work a hardship on affiliate stations and that if any portion of the broadcasting profession be required to record all programs, then all stations should be included. On the manpower question CBS told the Commission it has lost 59 technicians to the armed services and Government from New York alone and that 19 more are scheduled to be inducted by Sept. 1. Therefore sufficient manpower to carry out the manual labor in connection with the rule would not be possible. Also materials are not available.

The rule places an "undue burden on stations affiliated with networks" since each is potentially the station at which programs originate, said the CBS brief. "The rule would require each station to make the recordings and not permit any such station to have the recordings made," it added. CBS offered an amendment, should the rule be adopted, to make it possible for any station or the network itself to do the recording, regardless of the origination point.

NBC's brief letter, signed by Henry Ladner, assistant general counsel, suggested the following wording for the rule: "Any program broadcast over a regional or national network shall be simultaneously electrically recorded and the recording retained for one year." The suggested wording would make it the "obligation of each station broadcasting a network program to arrange that at least one station on the network or the network organization itself make and retain such a recording."

Segal, Smith & Hennessey, filing on behalf of WXYZ Detroit and the Michigan Radio Network, objected to the proposed rule because to comply the network would need two instantaneous recorders, three extra fulltime operators, 225 16-inch discs per month and filing cabinets for 2,700 discs. Philip J. Hennessey Jr., and George S. Smith, who filed the brief, also asked to appear for oral argument.

NAB will protest the rule on the grounds that there is not sufficient manpower to carry out the regulation and necessary equipment is not available.

It is understood that the Commission is not so much concerned with what is said on the air as how certain commentators say it. In recent months several members of both Houses of Congress, whose names have been used by network commentators, have demanded that the Commission produce recordings of what was said.

One Congressman, who asked that he not be quoted pending possible libel action, complained to the FCC that the commentator who allegedly libeled him did not follow script but inserted derogatory wording on the air, a transcript of his newscast disclosed.

That the FCC is concerned with voice inflection is indicated in the Feb. 1 notice which stated:

"The Commission points out that in the case of newspapers, the printed word remains as an irrefutable and permanent record, whereas unless some recording is made, what was actually said, or the manner of saying it, on a radio program cannot be definitely established after it has gone out on the air."

Miss Betty Barrett
Morse International
New York, N. Y.

Dear Betty:

Course there's always a chance someone might see this and beat you to a good thing, but at least I'm going to let you in on something that's darn good. It's a quarter hour program called The Poet's Corner following Edward R. Murrow Sunday afternoons. Frank Welling reads poems, and gosh can he read them. Charles Greybill, who as you probably know is Charleston's leading organist, plays the background and a mighty fine solo too. I get the mail each morning so I know how much listeners all over the state like The Poet's Corner. A poem booklet would be a "natural" as a give-away. I don't know about this institutional 'business', but I'll bet The Poet's Corner would build goodwill as much as it'd sell things.

Regards,

Yours
Algy

WCHS
Charleston, W. Va.

1 is BIGGER than 2 . . .

it's a fact!

The NORFOLK Metropolitan Market is BIGGER than two whole states combined . . . NEVADA and WYOMING

There are more people, to buy more things, in the Norfolk-Portsmouth-Newport News area than in 106 of the 137 leading U. S. Metropolitan Markets.*

*According to the Census Bureau's estimate for March 1, 1943.

POSTWAR?

"Class A-2 Area," Census Bureau's Asst. Dir., Dr. Philip M. Hauser, says. "Most rapid wartime growth plus excellent prospects of retention."

WTAR is the ONE station in this big, rich market that reaches MORE listeners than all other stations COMBINED.

5,000 WATTS DAY AND NIGHT NBC NETWORK

WTAR NORFOLK VIRGINIA

NATIONAL REPRESENTATIVES: EDWARD PETRY & CO.

WILMINGTON
DELAWARE

WDEL

1150 KC

NBC
Basic Network
Station

5000
WATTS
DAY & NIGHT

Sales Representative
PAUL H. RAYMER

Nets Plan Invasion Coverage

(*Continued from page 16*)

broadcast reports by CBS correspondents." Extra Ediphone operators will be engaged "so that transcripts of all invasion broadcasts will be available as soon as possible after they have been completed."

Since much of the invasion news may be released or officially commented on in Washington, the memo reports that "arrangements will be made for 24-hour coverage of the WTOP new room and important Government departments."

A "beep" system will be set up for "notifying stations of prospective break-ins *at the beginning* of the next scheduled program,' the memo states, continuing: "Regarding break-ins generally, it will be our policy—except for bulletins of transcendent importance—not to interrupt a program but to give the news at the end of that program or the beginning of the next program. Thus listeners will know that they are not missing any extremely important news development but will not have their attention frequently diverted by intrusions of news of lesser importance."

Mr. White emphasizes the need for caution and accuracy in monitoring, transcribing, writing and broadcasting news of the invasion. Monitors are warned: "If any words are missing because of atmospherics and it should appear even remotely possible that these missing words might affect the content of the dispatch, don't take chances. Discard the story."

General Instructions

Five "simple general instructions" are laid down for news writers and broadcasters:

(1) No matter what the general tenor of the news, keep an informative, unexcited demeanor at the microphone.

(2) Give sources. Be sure to label every report that is not officially released . . . As a rule of thumb, let us in every case lead with the latest Allied communique or report from one of our own correspondents, and then, if there are contrary reports from enemy or friendly sources, label them and subordinate them. It cannot be emphasized too strongly that accuracy should never be risked for the sake of a prospective 'beat.'

(3) Be careful even in the choice of words. For instance: 'Allied forces today *rolled* toward X;' 'Allied air *armadas* today continued their *round-the-clock* bombings;' 'The German defenses of Z today were *pulverized*.' *The italicized* words are apt to be exaggerated and breed a dangerous optimism. If the facts call for more moderate language, then sacrifice colorful writing and say: 'Allied forces today *moved* toward X;' 'Allied *air forces* today continued their *repeated bombings*;' 'The German defenses of Z today were *hard hit*.' . . .

(4) When we don't know, let's say so. If the last official word on an invasion force came 20 hours ago and was to the effect that 'satisfactory progress' was being made in an attack on Y, then let's not lead a news broadcast with some locution as this: 'Allied troops were believed today to be progressing toward Y. . . . Far better to do it this way: 'Nothing has been released for the past 20 hours concerning the Allied attack on Y. The last official word was, etc.'

(5) In short, always aim for the listener's confidence, and remember that winning the war is a lot more important than reporting it.

News Heads Meet

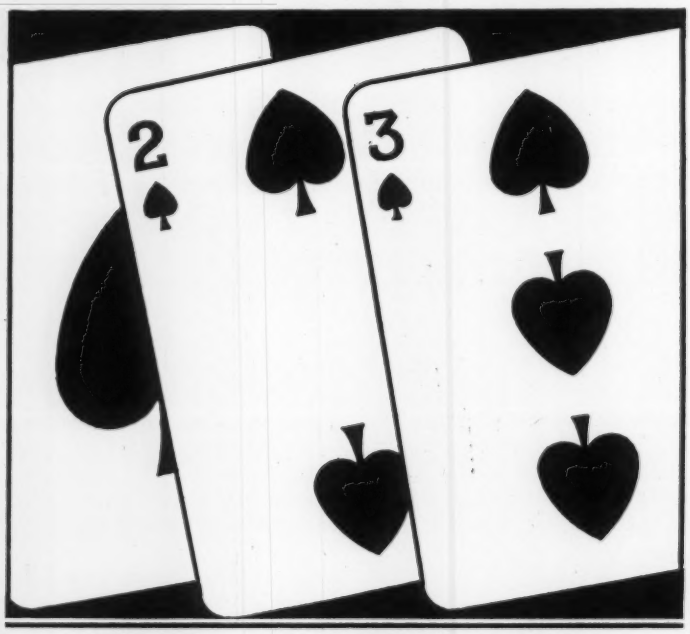
William Brooks, director of news and special events, has perfected NBC's plans for invasion coverage. News department heads from the network's offices in Chicago and Washington met with the New York staff for an intensive discussion of these plans on Feb. 10, and a similar meeting will soon take place on the West Coast.

If the news should break late at night, after the network operations have shut down, arrangements have been made to notify immediately all news staff personnel and all major executives of NBC, as well as the managers, chief engineers and newsmen of all NBC affiliate stations. An extensive series of special program, including interviews with prominent military and Government officials, news analyses by the network's commentators, and other similar feature material, has been prepared for broadcasting at almost a moment's notice, so that extended lulls between news bulletins will be filled with interesting, important program material, Mr. Brooks stated.

NBC has also arranged to pick up any statement that President Roosevelt may make and to record and rebroadcast it without delay.

Mutual press department on Thursday issued a special "pre-invasion" news sheet of stories and pictures of the network's leading news reporters and commentators, which was sent to radio editors together with photos and mats for use when the invasion occurs. In addition to the network's own staff men, the special issue also features the 850 newsmen of the *Christian Science Monitor* who cover the world newsfront for *The World's Front Page*, broadcast on MBS.

TITLE of the Westinghouse program starting on the Blue March 13 [BROADCASTING, Feb. 28], will be *Top of the Evening*.



TRUMPS!

Alabama's farmers and workers are prosperous and eager to spend; WSGN covers more of this market than any other station; has the best morning Hooper, has the best *salable* time all day. *How's that for trumps?*

WSGN BIRMINGHAM
The News-Age Herald Station
For Information or Availabilities, Contact HEADLEY-REED

GENNETT • SPEEDY-Q
Sound Effect Records
LARGEST LIBRARY IN THE WORLD
All $2.00 Each
INCLUDING LATEST ACTUAL WARFARE EFFECTS
IMMEDIATE DELIVERIES
Order From Nearest Office
CHARLES MICHELSON
New York, N. Y.
67 W. 44th St.
STARR PIANO CO. Richmond, Ind.
STARR PIANO CO. Los Angeles
So. 1st and B Sts. 1344 So. Flower

Sustaining of House Appropriation Cut For FCC Intelligence Activity Is Seen

ABOLITION of FCC wartime intelligence activities which duplicate similar duties of the armed forces, appeared certain on the basis of Capitol Hill talk last week.

Reliable reports in the Senate were that the Appropriations subcommittee on Independent Offices, headed by Sen. McKellar (D-Tenn.), not only will sustain a $1,654,857 cut from the Commission's 1945 budget made by the House, but will go the House one better. Unconfirmed rumors were that the Senate subcommittee will recommend another $300,000 slash from the 1945 fiscal year request.

FCC Chairman James Lawrence Fly has made several recent efforts to present the Commission's side of radio intelligence activities before the House Select Committee before final Congressional action on the Independent Offices Bill. His latest was a letter last Wednesday to Committee Chairman Lea (D-Cal.).

Letter Incident

Rep. Francis Case (R-S.D.), in the House last Tuesday said Harvey Jewett, president of KABR Aberdeen, S. D., advised him by long-distance that he had received a letter from "the head of a broadcasting association of which his station is a member" asking that Mr. Jewett, Republican National Committeeman, use his influence with Rep. Case to have the FCC appropriation restored.

"The letter, as nearly as I can recall," Rep. Case told his colleagues, "said that the writer had been in telephonic communication that morning, the morning of the writing of the letter, with Mr. James L. Fly, chairman of the FCC, in which Mr. Fly told him that Francis Case, a Republican from South Dakota, was a member of the committee that was trying to deny the FCC a proper appropriation. The writer of the letter suggested that Mr. Jewett kindly do what he could in the matter and further suggested that a copy of any communications showing what he did in the matter be sent to Mr. Fly in Washington. . . .

Rep. Case made it plain that Mr. Jewett didn't ask him to act one way or the other, but called "to ask me what it was all about". The South Dakota Congressman said later Mr. Jewett told him the letter was from the head of the North Central Broadcasting System.

FCC's Engineering Functions Shifted

TAKING advantage of the experience and special talents of its top-ranking engineers, the FCC engineering department, under George P. Adair, named last month as chief engineer, has effected a redistribution of certain functions, it was learned last week. Commissioner E. K. Jett, who left his post as chief engineer to accept Presidential appointment to the Commission, will retain chairmanship of the coordinating committee of the Board of War Communications, top committee of the wartime policy agency. He has held the post since creation of the Defense Communications Board, predecessor of BWC, in 1940.

Philip F. Siling, new assistant chief engineer in charge of broadcasting, remains in direct charge of spectrum allocation work, which he handled as chief of the international division, under Mr. Adair. Mr. Siling also will continue as FCC alternate on the Interdepartment Radio Advisory Committee and as secretary of that organization, which functions on radio allocations for the Government directly under the President. Marion H. Woodward, who succeeded Mr. Siling as international division chief, will handle all other division activities.

Mr. Adair, in addition to supervising all technical activities of the Commission, including Radio Intelligence Division, becomes the FCC observer on the Radio Technical Planning Board, cooperative group recently created by representatives of various industries identified with radio communications.

GE in Latin America

INTERNATIONAL General Electric Co., New York, is launching a Latin American advertising campaign, which will include spot radio, to be placed locally by IGE jobbers and distributors. Radio will be tied in with a consumer publication campaign which gets under way this month. Drive is primarily institutional. Agency is Williams & Saylor, New York.

BERG RULING UPHELD

U. S. CIRCUIT Court of Appeals last week upheld the decision of the Federal District Court in dismissing the libel suit of Dr. Louis Berg for $250,000 against *Printers' Ink*. Action was based on an article by Max Wylie of N. W. Ayer & Sons, *Dusting Off Dr. Berg*, which the New York psychiatrist thought libelous, but the courts held to come within the bounds of fair criticism. Dr. Berg last week had made no decision about a further appeal.

KSO BASIC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES
Represented by the Katz Agency

Renewed for 12th Year

You know how photographers are! "Take a narrow picture," we said. "It goes in one-column space". Well, this is what we got—no doubt we were lucky to get it, even if it has to run edge-wise. Anyhow, the picture shows the folks who bring the Comics to life on KRNT, every Sunday from 8 to 9 A. M. Contract has just been renewed for the TWELFTH SUCCESSIVE YEAR—so these Cowles stations MUST be doing a bang-up job for Colonial Bread—as well as for 261 other regional and national advertisers currently using KSO-KRNT.

SEE NBC FOR THE TOPS IN RECORDED PROGRAMS

"BETTY and BOB"

★ One of the finest serials ever produced. A superb "name" cast with Arlene Francis as "Betty" and Carl Frank as "Bob," announced by Milton Cross . . . a memorable orchestral theme by Allen Roth. Exciting long-range sales records in many cities for many products . . . coffee, clothing, drugs, furniture, soaps, foods and dozens of others. 390 quarter-hour installments, complete with promotion material, publicity ideas and tie-up suggestions. Write for audition records today.

Many other NBC Recorded Programs 5 minutes to half-hour

National Broadcasting Co.
A Service of Radio Corporation of America
NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS
RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

5000 Watts Day
1000 Watts Night
950 kc.
Spartanburg, S. C.
Represented by Hollingbery

AP

WBCA, Schenectady, N. Y.

. . . your Telescript sales presentations have been most helpful . . . the most constructive sales aids we have received from any source.

Leonard L. Asch
President

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

CHNS
HALIFAX
NOVA SCOTIA

The Busiest
Commercial
Radio Station
of the Maritimes

JOS. WEED & CO.
350 Madison Avenue, New York

WSLI
JACKSON
MISSISSIPPI

JACKSON—*The Key City!*

. . . the center of all business, governmental and social activity in Mississippi—the trading center of a great agricultural and livestock state. Over $130 million will be spent in Metropolitan Jackson in 1944. Include this Key City in your sales plans. Remember—WSLI offers you effective coverage at less cost!

BLUE NETWORK
WEED & COMPANY
NATIONAL REPRESENTATIVES

Covers Atlanta at LOWEST Cost!

WATL
ATLANTA
MBS 1400 KC

SPOT
Represented by SALES

NBC Television

(*Continued from page 9*)

Mr. Trammell wrote that his company "looks to the Bell System to provide and make available to NBC the necessary interconnecting facilities for such a television network system.

Mr. McHugh replied: "The Bell System is planning to construct within the next few years a large amount of coaxial cable. The extent of this construction, when and where it will be undertaken, will depend upon the requirements of the armed forces, general business conditions, the volume and distribution of long distance telephone messages, the availability of the necessary manufactured cable and equipment, and other factors. Tentatively, however, our plans call for between 6,000 and 7,000 route miles of coaxial cable in the next five or six years."

This tentative program of coaxial cable routes is outlined by Mr. McHugh as follows: 1945—New York-Washington; 1946—New York-Boston, Washington-Charlotte, Chicago-Terre Haute-St. Louis, Los Angeles-Phoenix; 1947 — Chicago-Toledo-Cleveland-Buffalo, Southern Transcontinental Route (a large part) including Charlotte - Columbia - Atlanta - Birmingham - Jackson - Dallas - El Paso-Tucson-Phoenix; 1948-1950 — Southern Transcontintal (complete), Washington - Pittsburgh-Cleveland, St. Louis-Memphis-New Orleans, Kansas City-Omaha, Des Moines-Minneapolis, Atlanta - Jacksonville - Miami, Los Angeles-San Francisco.

Problem of Frequencies

Before nationwide television becomes a reality, Mr. Trammell pointed out in his statement to NBC affiliate stations, there are a number of problems to be solved. First is the question of standards and frequency allocations, now being studied by the Radio Technical Planning Board, with final action by the FCC to "determine the technical and service bases on which we as broadcasters can proceed with television."

Pointing out that the 18 channels presently allocated to television are sufficient for its initial development but may prove inadequate for its ultimate requirements, Mr. Trammell continued: "If television allocation now in existence were to be changed substantially and a new start in the higher frequencies were required, it would retard the establishment of television as a practical service for a period of years that cannot now be definitely forecast. It is to be hoped, therefore, that post-war television will be permitted to continue on the present frequency allocations."

If video networks comparable to those of sound broadcasting are to be established, Mr. Trammell stated, "it is evident that competitive network organizations must own and operate outlets in strategic cities. . . . The present FCC rule which limits ownership, operation or control by any one interest to three television broadcast stations in the United States is a severe deterrent to the organization and sound economic growth of national network television. It is to be hoped that . . . the FCC will grant the petition recently filed by NBC requesting a modification of this rule."

"Natural" for Advertising

On the economics of television, Mr. Trammell declared: "As in sound broadcasting, it is obvious that advertising revenues must furnish the financial support of the service." Costs will be greater, he said, and there will be a period of initial investment with no immediate return. "Receiving sets must be in the hands of the public before we will have circulation to sell, and yet many receivers cannot be sold unless there are available programs to attract an audience."

Fortunately, he went on, experience so far indicates "tremendous interest and enthusiasm on the part of audience and advertisers alike." Some 125 advertisers have already made their television debuts on WNBT, NBC station in New York, he said, calling television a "natural" for local advertisers and predicting that national advertisers will be in the market for local time before national networks have been established.

"Television," Mr. Trammell declared, "as a self-supporting national service, will need sympathetic consideration on the part of Government and vision, courage and cooperation on the part of all members of the radio broadcasting and manufacturing industries. . . . We of the radio industry must lead, not lag, in the establishment of this great new service of sound and sight."

FORGETTING SCRIPT corrections William H. Weintraub, president of the agency; Ben Abrams, president of Emerson Radio & Phonograph Corp., sponsors; Himan Brown, producer of the show concentrate attention on Wendy Barrie, as she rehearses *Green Valley, U.S.A.*, which had its debut over MBS Sunday Feb. 27 at 5 p.m.

Store's First Venture

GUS BLASS Co., Arkansas' largest department store, on March 1 began its initial venture into radio on KARK Little Rock with the transcribed *Betty & Bob* series, 9:15-9:30 a.m. Monday through Friday. The program, which will run for a year, was given a ten day teaser campaign before it opened. Before sponsoring this program, Blass Co. was the only department store in Little Rock which did not use radio.

FOR SALE

An Outstanding Regional Network Station in one of the South's Biggest and Best Markets.

Box 959, BROADCASTING

Lea Calls for Law Stating FCC Power

Claims Adoption of Authority Not Intended by Congress

ASSERTING that he believed the FCC has been inclined to "reach out and exercise powers that Congress did not intend to give it," Rep. Clarence F. Lea (D-Cal.), Chairman of the House Interstate & Foreign Commerce Committee and the Select Committee to Investigate the Commission, last week called for radio legislation defining the "powers of the Commission".

He was addressing the House Tuesday in defense of his administration as chairman of the Select Committee, following charges of whitewash by Rep. Richard B. Wigglesworth (R-Mass.), when he digressed long enough to express his views on the need for remedial laws, particularly in view of the so-called Frankfurter decision handed down last May 10 by the Supreme Court (see page 12).

Need of Stability

"I think the Supreme Court decision has made it more desirable than ever that we should have legislation which would more clearly define the powers of the Commission, more definitely limit and restrain its activities, and that would also give a greater degree of stability to the broadcasting industry instead of leaving it so largely in the discretionary control of the Commission," said Rep. Lea.

"The recent Supreme Court decision gave the Commission wider authority than I think was in contemplation when the Act creating the Commission was passed," he told his colleagues. "I am one of those who believe the Commission in its administration had been inclined to reach out and exercise powers that Congress did not intend to give it."

Mr. Lea outlined the functions of the Committee which included, he said, inquiry into the FCC organization. "The question as to the organization of the Commission is one primarily of legislation," he added. "I am of the opinion that legislation is needed to improve the legal procedure in conducting meetings before the Commission."

Rep. Warren G. Magnuson (D-Wash.), who defended the chairman against the minority charges, pledged his support to legislation. "If there is any legislation to be proposed, any just criticism of the FCC that this Congress can correct by legislation, you are going to have my vote, for one," he asserted, "and I know the vote of the majority members of this Committee, as well as the vote of the two minority members."

Shortly after his appointment as chairman Mr. Lea expressed a need for legislation and predicted the investigation would provide sufficient information to guide the House in formulating a law that would define the powers of the FCC and give broadcasters a degree of security.

WSAI Wins

WSAI Cincinnati has been awarded first prize, a $250 War Bond, in the Blue network interstation promotion for *Breakfast at Sardi's*. Brett Howard, WSAI promotion director, was in charge of the winning project. Two second prizes were awarded to WRNL Richmond and KMA Shenandoah, Ia., while third prize went to KMMJ Grand Island, Neb. Six honorable mentions were: KFOR Lincoln, Neb., WNBH New Bedford, Mass., WSIX Nashville; WARM Scranton; KXEL Waterloo, Ia.; and WDSM Duluth, Wis. Procter & Gamble, Kellogg Co., and Alaska Pacific Salmon Co. donated the prizes.

Du Mont Video Station Opening Second Studio

COMPLETION of the second studio of W2XWV, Du Mont video station New York, sometime in the spring, will make this the first television station using more than one studio, according to Sam Cuff, manager of commercial programs for the station. This will enable W2XWV to operate under what will eventually become normal television conditions, as well as eliminating the use of movies in the intermittent period of set changing, Mr. Cuff explained.

The station's offer of studios to advertisers and agencies to experiment with sound-and-sight broadcasting has created a lively interest and the studio now has a waiting list of 16 agencies. William Morris Agency will begin a weekly half-hour series this month.

Will Baltin, former program director W2XWV, has resigned to become secretary-treasurer of Television Broadcasters Assn., but will not be immediately replaced. Companies using the station facilities provide their own programs and need only assistance of a technical nature in handling lights and cameras. This is supplied by the station's technical staff under supervision of Walter Swenson, technical director.

Adam Easter Plans

ADAM HAT STORES, New York, starts an extensive Easter campaign for men's hats next week. Adam Hats will be promoted on some 140 stations throughout the country for four weeks starting March 13. Commercial will be a 30-second transcription of the same jingles heard on Adam Hat network programs. Firm has had two successive series on the Blue—*That's A Good One*, a joke program was replaced last December by an amateur show, *Star For A Night*, Wednesday, 10:30-11 p.m., which goes off the air after the March 8 broadcast. Agency is Glicksman Adv., New York.

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

Dominating Its Community in Public Service!

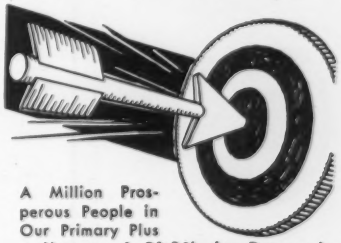
KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS • National Representatives

Hooper proves It's a Bull's-eye!



A Million Prosperous People in Our Primary Plus a Hooper of 91.3% by Day and 80.4% by Night!

1000 Watts WJHL 910 Johnson City K.C. Tennessee

REPRESENTED BY HOWARD WILSON CO.

WHAM

"Your Western New York Salesman"

50,000 Watt . . . Clear Channel . . . 1180 on Dial . . . Affiliated with the National Broadcasting Company and The Blue Network, Inc.

ROCHESTER, N. Y.

National Sales Representative:
GEORGE P. HOLLINGBERY CO.

The Stromberg-Carlson Station

580 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

THERE'S NOT ANOTHER LIKE IT!

WTIC
50,000 WATTS

DIRECT ROUTE TO AMERICA'S No. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by: WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco and Hollywood

C. E. HOOPER AGAIN PROOVES

WFMJ

HAS
MORE LISTENERS
MORE HOURS
OF THE DAY
than any other station heard in Youngstown, O.

28TH U. S. METROPOLITAN DISTRICT

Headley-Reed, Representatives

KGW

PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

U.P.

THE MARK OF ACCURACY,
SPEED AND INDEPENDENCE IN
WORLD WIDE NEWS COVERAGE

UNITED PRESS

'Voice' on Discs

THE *Voice of Experience*, which starts on WHN New York March 6 as a live show for Sunway Vitamins, is coming back also as a transcription. An unnamed consulting psychologist "with 20 years of experience" takes the role played by the originator of the program, Dr. Sayre L. Taylor, until his death several years ago. Some 15 stations have signed for the series, with a number of retailers, particularly in the women's apparel field, as sponsors.

Michael Schulhoff & Co., New York, is handling sale of the program. WOR Recording Studios cut the discs.

Two Companies Promote

NEW Eversharp series scheduled to start on the Blue network Tuesday, March 7, 7-7:30 p.m. was still in the audition stage last week. Decision was being reached last Friday on a program playing up the wishes and ambitions of the average person, titled *Let Yourself Go*. Dreams will be highlighted in a dramatic program on CBS Friday, 7:15-7:30 p.m. sponsored by Englander Bed Co., Brooklyn, starting March 17. It will represent the first major consumer advertising for the firm. Biow Co., New York, is agency for both.

Du Pont Awards March 11

THE Alfred I. Du Pont Radio Awards for 1943, presented annually by Mrs. Du Pont in memory of her husband, will be presented March 11 at a dinner at the St. Regis Hotel, New York. Ceremonies will be broadcast 7-7:30 p.m. on the Blue. Three awards of $1,000 each will be made. One will go to the outstanding news commentator of the year, one to a radio station with power of less than 5 kw, and the third to a station of 5 kw or greater power.

Zenith to Object

VIGOROUS opposition will meet the NBC application requesting the Channel 1 commercial television facilities of W9XZV Chicago, Zenith video outlet, it was stated last week by a Zenith Radio Corp. spokesman. The Chicago station has broadcast regularly scheduled programs continuously since March 30, 1939. Hugh Robertson, executive vice-president and treasurer of Zenith, said "NBC action in asking for Zenith's frequency is presumptuous and unfair, and will be vigorously contested."

UP Names Pinkley

VIRGIL PINKLEY, general European manager of the United Press, has been named a vice-president, according to Hugh Baillie, president of the United Press. He takes the post held by the late Ed L. Keen, the first European general manager and vice-president of the U.P. He has now returned to his London office after conferring on plans to cover the invasion.

SCRIPT AWARD

WRITERS' WAR BOARD has selected *The Candle and the Gun*, heard on CBS as a special broadcast Feb. 23, as the outstanding radio script for February, it was announced last week by Robert J. Landry, CBS director of program writing. Script writer was Marie Yanofsky, freelancer, until recently with WHP Harrisburg. Marks Loeb was the producer; Bernard Hermann composed and conducted the music.

Hager Is Renewed As NAB Director

2d District Praises Miller, Votes Confidence in Ryan

KOLIN HAGER, general manager of WGY Schenectady, was reelected NAB director from the Second District, covering New York and New Jersey, at the conclusion of a meeting of the district held Thursday and Friday at the Roosevelt Hotel, with 28 of the District's 38 stations represented.

Group adopted resolutions extending to Neville Miller a vote of appreciation and to NAB President-Elect J. Harold Ryan a pledge of cooperation and expression of confidence; condemning the Cannon-Mills Bill for the Government purchase of paid advertising to aid the war effort; pledging greater support to BMI; condemning the "unjust, unreasonable and un-American" demands of AFM President James C. Petrillo on the transcription industry and urging NWLB to reject the principle; commending the NAB legislative committee.

Final afternoon session included reports on public relations by Michael R. Hanna, WHCU Ithaca, district publicity chairman, and Willard Egolf, assistant to the president of NAB, and on engineering problems by Earle Godfrey, WBAB Atlantic City, district engineering chairman.

Opening session was conducted by C. E. Arney, acting general manager of the NAB, who reported on the current legislative situation and the status of the Wheeler-White bill to amend the Communications Act, the labor situation in view of current policies of Selective Service and War Manpower Commission, the activity of various NAB committees, touching also on post-war problems of the industry. Mr. Arney's report was interlarded with discussion from the floor of the various topics dealt with.

First afternoon session was devoted mainly to music and recording problems, with representatives of the various music licensing and recording companies addressing the broadcasters. Edgar H. Twamley, WBEN Buffalo, led a discussion of practical operating and accounting procedures for stations in connection with their music licenses.

Second morning session, with John A. Bacon, WGR Buffalo, presiding, covered sales problems, with Lew Avery, NAB director of broadcast advertising, leading a general discussion, and Walter Neff of Neff-Rogow, Inc., New York, speaking on radio for retailers. Dorothy Lewis, NAB coordinator of listener activities, reported on progress in that field and also on the current "American Home" campaign of the Assn. of Women Directors. Harry Levin, regional director, OWI, thanked the broadcasters for their cooperation, reporting that stations in New York and northern New Jersey in 1943 had broadcast 84,236 war messages on regional problems that did not fall within the OWI national radio allocation plan.

Attendance at the NAB district meeting No. 2 in New York follows:

Wm. Doerr Jr., Cy King, WEBR; Mal E. M. Stoer, WINS; Earle Godfrey, WBAB; Ray McClosky, WNBF; Jack Lee, WHAM; Kolin Hager, WGY; C. D. Mastin, WNBF; Chas. Godolfky, WLIB; William Fay, WHAM; Jerome M Layton, Clarence G. Cosby, J. Trevor Adams Jr., WINS; John H. McNeill, WJZ.

D. L. Provost, W. C. Roux, J. V. McConnell, WEAF; Walt Dennis, WEN; John H. Field Jr., Arthur Hull Haye WABC; E. H. Twamley, WBEN; C. L. Egner, Oscar C. Turner, NBC; Chas. F. Phillips, WFBL; Wm. A. Ripley, WTRY; Wm. Schuldt Jr., CBS; Wm. I. Moore, WBNX; Sheldon B. Hickox Jr., NBC; Leo. F. Bissell, Joel H. Scheier, WMFF; A. G. MacDonald, WGY.

Bruff W. Olin Jr., WKIP; Charles D. Osborne, WMBO; Gunnar O. Wiig, WHBC; A. E. Spokes, WJTN; Frederick L. Keese, WMBO; Nathan W Cook, Geo. S. Jones, WIBX; Michael R. Hanna, WHCU; Thomas L. Brown, WHDL; John A. Bacon, WGR-WKBW; Elliott Stewart, WIBX; Wm. O. Dapping, WMBO; Wm. Tilenius, NBC spot sales; Willard D. Egolf, Howard S. Frazier.

WMCA Policy Reaction

NAB last week notified WMCA New York that the industry association "feels some concern over the announcement of the WMCA policy to sell time for the discussion of controversial issues" [BROADCASTING, Feb. 28], and that the requirement that both sides participate is "not an adequate solution".

FM in KANSAS CITY

KOZY

PORTER BLDG.
KANSAS CITY

Everett L. Dillard,
General Manager

STARS OF TWO CBS programs sponsored by R. J. Reynolds Tobacco Co.—*Moore-Durante Show*, and *Thanks to the Yanks*—are welcomed to a "Victory Jamboree" Party at KRNT Des Moines by Craig Lawrence, vice-president, Iowa Broadcasting Co., and KRNT general manager. In the studio of CBS' Des Moines affiliate are (l to r) Mr. Lawrence; Ted Enns, KRNT national sales manager; Bob Hawk, CBS quiz master; Garry Moore, comedian; Edmund Linehan, KRNT program director; and Kendall Foster, producer, of Wm. Esty & Co., agency handling series.

Dorothy Lewis, E. E. Arney Jr., NAB; Alex Sherwood, Standard Radio.

Cy Langlois, Lang-Worth; Leonard D. Callahan, Gus Hagenah, SESAC; Robert Jay Burton, M E. Tompkins, R. L. Harlow, Tod Williams, BMI; B. J. Rowan, General Electric Co.; Harold B. Sherrill, New York Telephone Co.; Geo. W. Brett, Stephen R. Rintoul, Katz Agency; Willis B. Parsons, Wade Barnes, Claude Barrere, NBC Thesaurus.

Edwin H. Kasper, Aaron S. Bloom, Kasper-Gordon; Ben Selvin, Clinton M. Finney, Associated Music Publishers; Dinty Doyle, WABC; Carl Haverlin, BMI; Murray B. Grabhorn, Blue; Lt. Jack Overall, USNR; LeRoy Keller, A. F. Harrison, UP; Victor Vonn, Jim Kelly, Standard Rate & Data Service.

Members and guests of the Radio Executives Luncheon:

Herman Greenberg, Jim Collins, ASCAP; Paul J. Senft, Geo. P. Hollinsberry, Slocum Chapin, Guy Capper, WJZ; C. H. Hackett, Abbott Kimball & Co.; D E. Robertson, Capper Publications; Harry Levin, OWI; J. F. Flanigan, McCann-Erickson; Phil Newsom, UP; Arthur Sinsheimer, Peck Agency.

C. Herbert Masse, WBX; William S. Hedges, Easton C. Woolley, NBC; Gerald King, Milton Blink, Standard Radio; Howard Lane, H. V. Akerberg, CBS; Rhoda Magid, Gordon Heyworth, BBC; Louis M. Block Jr., Intercollegiate Broadcasting System; J. O. Parsons Jr , W. W. Dorrell. Edythe Bull, C. E. Hooper.

Victor A. Bennett, WAAT; George W. Allen, WABC; Paul Morency, WTIC; James G. Bennett, Michael Sweeney, Larry Hasbrouck, Blue; G. C. Packard, Robert B. Rains, Paul H. Rayner & Co.; Patricia Murray, Printer's Ink; Wm Malo, WDRC; P. L. Romaine, Paul H. Raymer & Co.; Arthur Poppenberg, Blue; Capt. Griff. Thompson, Arthur Simon, WPEN; Capt. John Doran.

Lionel Colton, Helen Wood, radio station representatives; Hazel Westerlund, CBS; Peggy Stone, Loren Watson, Spot Sales; Elizabeth Black, Joseph Katz Co.; Ninette Joseph, J. D. Tarcher; Helen Hartwig, Ruthrauff & Ryan; Helen Thomas, Spot Broadcasting; Harriet Belisle, Murray Carpenter, Compton Adv.

HOLLYWOOD BLOCKS AIR APPEARANCES

IN WHAT is believed to be a concerted move to discourage radio guest appearances, Hollywood film studios are reported preparing new rules to keep talent from network programs. Although each firm has its own restrictions, the object is a basic agreement acceptable to all major film studios.

Edicts would include: (1) increased control of players and their material on radio; (2) refusal to clear talent for guest appearances while their picture is in production; (3) request for talent's availability recognized only from agency by letter; (4) definite segregation of those radio programs whose value to player is questionable.

While in the past average price by film studios has been charge of $1,000 for screen plays adaptable for radio, new plan is to increase it to a flat $3,000 minimum. There has been increased lack of cooperation on the part of film studios within the past several months.

Agencies are greatly alarmed at the turn of affairs, and if all studios adopt the $3,000 per script minimum, it is the consensus that film adaptations will be abandoned, with programs going in for originals.

Order 118 Taken Under Advisement

Would Eliminate Competition In Industry, FCC Is Told

ACTION on a proposed rule under Order 118, making certain business records of broadcast stations public, was taken under advisement by the FCC last week following brief oral argument.

James D. Wise, appearing for NBC and Radiomarine Corp., and Philip J. Hennessey Jr., for King-Trendle Broadcasting Corp. and Scripps-Howard Radio, opposed adoption on the rule on the grounds that it was unfair, would eliminate free competition and would tend to place broadcasting in the category of common carriers. When Mr. Wise argued that the rule would make public contracts that had been reached through negotiation, Chairman James Lawrence Fly inquired if "that wouldn't lead to competition", adding, that the rule would lead to "greater bidding".

"The people who are engaged in that bidding don't think so," said Mr. Wise. "They think there will be a tendency toward uniformity of price. It is interesting to note that the Dept. of Justice doesn't favor making public negotiated matters.

Mr. Wise requested that the rule, if adopted, be modified to provide that portions of network contracts relating to compensation be excepted from the public inspection mandate. "We'll make other provisions public but we ask that compensation not be made public," he added.

He explained that both NBC and Radiomarine Corp., although the latter is a common carrier and also a manufacturer of equipment, have "competitors not subject to the rules of the FCC" and therefore the proposed rule would be discriminatory. He said his company didn't object to the Commission knowing of financial affairs but did object to the Commission making them public.

Mr. Hennessey said his clients did not object to the Commission's right to see financial figures but they did oppose making public contractual relations. "We regard our activities as a competitor in a competitive field," he said. "Making contracts public is a misnomer. The public-at-large is not concerned about our contractual relations. Only our competitors are." Mr. Hennessey suggested that if the rule is to be adopted, any information heretofore filed with the Commission as confidential be excepted.

Others filing letters or briefs protesting the proposed regulation were: NAB, CBS, Don Lee Network, All-American Cables & Radio, Commercial Cables, Commercial Pacific Cables, Mackay Radio & Telegraph Co.

WINN Louisville, has appointed Homer Griffith Co., Hollywood, as Pacific Coast sales representative.

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CARRYING ALL CBS MAJOR PROGRAMS

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MISSOULA MONTANA

Lea Committee Probe

(*Continued from page 12*)

against the work of the Committee." He charged that under Chairman Lea the Committee had experienced "continuous difficulty" in obtaining for its perusal documents from the FCC. He alleged that the majority action in postponing the WMCA investigation "can only be interpreted as a determination to yield to Administration pressure and to suppress indefinitely unsavory facts said to involve high Administration officials and advisors, past and present."

Deploring the resignations of Mr. Garey and three of his staff and the resignation last October of Rep. Cox as Committee chairman, Rep. Wigglesworth said the "methods used" to bring about the resignations "were both brutal and shameful".

"What is the President afraid of, Mr. Speaker?" he demanded. "What is his Administration afraid of? What is it that they fear to expose to the light of day? What can there be that is so wrongful or damaging as to lend to this obstruction, intimidation and political coercion or blackmail?"

Makes Demands

Rep. Wigglesworth closed his speech with these demands: "An end of these tactics; cooperation with the Congress and with all its duly appointed committees; that the New Deal permit the people to have the truth; the majority members resume hearings on WMCA at the earliest practical moment; that they take immediate steps to insure the production by the FCC of essential documents and data; that they permit the orderly conduct of this investigation without fear or favor; that they comply with the mandate of this House regardless of pressure from the Administration or any other source."

"If the present chairman is unwilling to comply with these demands, he should immediately resign from his position and permit the appointment of a fearless successor who will not bow to executive domination," he declared. The Republicans and several Democrats stood and applauded loudly.

Rep. Hart, after explaining that he made the motion to postpone investigation of the WMCA sale pending litigation in New York, declared he had opposed from the first the presentation before the Committee of the case because of the court action. Mr. Hart denounced Mr. Garey's letter of resignation in scathing terms.

"In narrating the facts which led up to the action of the Select Committee which Mr. Garey so vehemently deprecates, I hope I shall succeed in avoiding the intemperateness of language which Mr. Garey has employed," said the New Jersey Congressman who for many months stood by the general counsel when Chairman Lea and Rep. Magnuson demanded Mr. Garey's resignation.

Mr. Garey employed "an intemperateness which reflects his personal pique and a high degree of that puerility which he has imputed to the Committee," said Mr. Hart. He declared that he had discussed the WMCA case with no one but newspaper reporters except "one person. That person was Mr. Garey".

"I apologize for nothing," he continued. "I defend nothing. I have merely taken this time out of a decent respect for the opinion of the House to explain the facts which induced the Committee action which has led Mr. Garey to such violent breast beating and to such a blatant show of simulated indignation."

'Legal Locution'

Rep. Hart traced the history of hearings, asserted that many phases of the inquiry had been closed but that the FCC had not "actually been heard down to this very day and hour". After detailing events that led to postponement of the WMCA hearing and Mr. Garey's resignation, Rep. Hart asserted:

"That is the sum and substance of the situation which has drawn from Mr. Garey a diatribe utterly unworthy of his talents. For his eminent ability as a lawyer I have a high regard. For his undoubted character I have a deep respect. But for the balderdash which is contained in his letter of resignation, I have nothing but complete disdain.

"He charges us with having subordinated the paramount public interest. I repel that charge. I deny that the paramount public interest is involved. The use of that high-sounding phrase by Mr. Garey is simply a legal locution wherein he seeks in this instance to advance the doctrine that the end justifies the means. It is a gross misapplication of the principle of public interest. * * *

"Mr. Garey has also charged us with having perpetrated a fraud upon the Congress and the public. Mr. Speaker, I scorn to reply to that charge, to that monstrous misrepresentation." Mr. Hart placed in the *Congressional Record* copies of correspondence between himself and Franklin S. Wood, attorney for Mr. Noble.

Rep. Hoffman urged that Congress appropriate no further funds for the executive branch "unless they come up and tell the House what they were doing and answer without any reservation, except as to war activities, the questions on which the various committees of the House sought information."

Dies Tells of Subpenas

Rep. Dies declared "the most pertinent issue raised and the one that should be answered here, is whether or not the FCC or other agencies can refuse to make available to the Committee vital information necessary to an intelligent investigation of this subject matter." Mr. Dies told the House that his Committee Investigating Un-American Activities had issued subpenas but that "in all probability those subpenas will be refused."

Chairman Lea was interrupted several times during his talk by Reps. Miller and Cox but after yielding at the beginning he declined to yield further and continued.

"This investigation started about one year ago," he said. "Criticism soon developed about the way the investigation was conducted. As time went on the principal charge against the investigation was that it was conducting unfair, compulsory, star-chamber examinations of witnesses by the Committee staff without the presence of a Committee member. This became the primary basis for the outcry against the investigation."

Rep. Miller demanded that the chairman cite "one single star-chamber session". Mr. Lea said he referred to "private, not public hearings". Rep. Cox was on his feet defending the Committee during his chairmanship. "Let us be frank," he declared. "Let us be courageous about it. Can the gentleman (Rep. Lea) point to a single item in the entire record

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ELEVEN OF THE ORIGINAL members of the radio division of the Golden Gate International Exposition gathered for a reunion Feb. 18 at the Palace Hotel, San Francisco, five years to the day after the opening of the fair. Seated (l to r): Eddie Calder, KLS; Sam Melnicoe, KPO-NBC; Paul Smith, KQW-CBS; Les Hewitt, OWI; Linn Church, formerly of KYA. Standing (l to r): Paul Williams, U. S. Signal Corps; Dick Brace, KSFO-KWID; Russ Davis, OWI; Herb Sauter, OWI; Art Turnrose, KGEI; Ray Lewis, OWI. They discussed " 'Way Back When".

which he, as an honest man, condemned as having been unfair?"

"I have not read the whole record," replied Chairman Lea, "but I would not say that in the published record itself I found that fault. I do not say that for what may have occurred in private records. I have not seen these records."

Mr. Lea defended his procedure, which provides that all hearings will be public. He told of having a telephone conversation with Chairman Fly the day of his appointment as chairman, that Mr. Fly had called him and offered the cooperation of the Commission.

Rep. Miller demanded: "Will you state whether or not you have, behind closed doors, talked with Mr. Charles Denny, counsel for the FCC?"

Chairman Lea said he had talked to Mr. Denny several times but that as chairman of the Committee he deemed it within his province to talk to "any respectable man". He asserted that he made it clear to Mr. Denny at the outset of his chairmanship that the investigation would be conducted "without fear or favor". He termed Mr. Garey's letter of resignation as "ridiculous" and said: "If my 27 years of service have not answered the charges of that letter, then nothing I can say here today will answer them."

He was applauded by the Democrats and a scattering of Republicans. (Mr. Lea for 12 terms has been the nominee of both Republican and Democratic parties from his district). Speaking of Mr. Garey, he said:

Criticizes Garey

"I would not be candid with you if I did not confess that I have been unable to find a basis of confidence and respect under which as chairman I could cooperate with him as chief counsel." He charged that rumors began reaching him "within three days of my appointment" that the general counsel had "initiated or started to create distrust and undermine me as chairman of this Committee".

"In repeated contacts he treated me with an insolence that I had never before seen displayed by an employe of any Member of this House," said Chairman Lea. "My experience has convinced me that he is vindictive to an extreme degree. As an investigating attorney he has the fault of being an inveterate hunter of headlines and too frequently by the smear route to that end. I know I have a bias that might unduly prejudice my viewpoint, but I trust I am giving you as nearly as I can a correct appraisal."

Rep. Lea denied he was whitewashing the investigation. He declared that he had received no orders from the White House and that "you can be dead certain that Franklin Roosevelt knows enough about me to know that if he sent such a message that it would be the thing that would most deeply cause my resentment."

Indicating that the investigation by the present Committee might be near an end or that he may resign, the chairman said: "Now the problem of this investigation will rest in the hands of those who may have the responsibility for its completion. . . . For my part if those who carry this burden for the future do it even fairly well they will have my support."

Rep. Magnuson said he had opposed Mr. Garey as general counsel from the start but that Chairman Lea had "retained him in spite of my objections". He admitted having breakfast, on his return to Washington from Alaska "by way of my own district in Seattle", with Thomas G. Corcoran, who was under subpena in the WMCA hearing, but said: "I have had many breakfasts with Tommy Corcoran during the years I have known him". He denied he rushed to Washington from Attu to attend the majority meeting the middle of February.

Cox Lauds Garey

Rep. Cox, who the week before had lauded Mr. Garey, again went on the floor to pay tribute to him as a "great lawyer and great American". He said that the general counsel had been on the job but a week when the campaign to "force him out of the Committee as its counsel" began.

"It is my feeling that the work of this Committee is at an end, but that the FCC will be thoroughly investigated there is no doubt," said Rep. Cox. "When Garey left this Committee the Committee's effectiveness as an agency of this House, inquiring into the bad behavior of this creature of the Congress, came to an end. He is the man that the FCC is afraid of. He is the man that these bureaucrats downtown dreaded, and it is unfortunate for the Committee and the country that he was compelled to leave.

"I want to say to you, and through you to the country that powerful influences have been brought to the aid of the FCC . . . There has never been an agency of the Government that has treated with greater contempt the Congress of the United States than has this Commission and its chairman, but it is now on the defensive."

WJR Off 24-Hour Day

WJR Detroit will discontinue all-night operation March 7, according to Leo Fitzpatrick, vice-president and manager. The move was necessitated because of the need for maintenance time and the manpower shortage. Sign-off will be at 1 a.m. operations starting at 5 a.m. daily except Sunday at 8.

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Actions of the FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 26 TO MARCH 3 INCLUSIVE

Decisions . . .

FEBRUARY 29

WIAC San Juan, Puerto Rico—Granted vol. assgn. license from Enrique Abarca Sanfeliz to Radio Station WIAC Inc.

KGEZ Kallispell, Mont.—Granted vol. assgn. license of KGEZ and lease of all property used in KGEZ operation from Donald C. Treloar to A. W. Talbot for $15,000 in consideration of first three years of lease; lease to run for 20 year period at $5,000 per year.

KBSP Portland, Ore.—Granted mod. license change hours of operation from sharing with KXL to 10:30 a.m.-6:30 p.m. (PST) Monday through Friday.

KBKR Baker, Ore.—Granted transfer control from Glenn E. McCormick and Paul V. McElwain to Marshall E. Cornett and Lee W. Jacobs, through transfer 170 shares (100%) for $20,000.

WCBA and WSAN Allentown, Pa.—Granted relinquishment control by Allentown Call Publishing Co. by transfer 495 shares (76.98%) for $90.72 per share.

WSAN Allentown, Pa.—Granted mod. license to change hours operation from sharing with WCBA to unlimited time; call letters of WCBA deleted.

KSLM Salem, Ore.—Granted transfer control from H. B Read to Paul V. McElwain and Glenn E. McCormick, through transfer 150 shares (100%) for $69,000.

WABI Bangor, Me.—Designated for hearing applications for mod. CP to change type transmitter and extension commencement and completion dates.

KVOE Santa Ana, Cal.—Denied petition reconsider and grant application for CP change 1490 kc to 1480 kc and 250 w to 1 kw. Designated said application for hearing on issues relating to conformity with Jan. 26 notice.

KGBX Springfield, Mo.—Granted consent acquisition of control by Springfield Newspapers Inc. through transfer 250 shares class A stock from Lester E. Cox, Ralph D. Foster, C. Arthur Johnson, L. M. Magruder for $25,000.

KWTO Springfield, Mo.—Granted acquisition control from Springfield Newspapers Inc., H. S. Jewell, T. W. Duvall, Tams Bixby Jr. and Jeanne Bibxy by Lester E. Cox, Ralph D. Foster, C. Arthur Johnson, L. M. Magruder through transfer 500 shares class B stock for $100.000.

WFTL Ft. Lauderdale, Fla.—Adopted order granting voluntary assignment of CP and license from Ralph A. Horton to Fort Industry Co. Granted license to cover CP. Granted mod. license move main studio from Ft. Lauderdale to Miami, Fla., conditions.

WMTU Tupelo, Miss.—Granted request change call letters to WELO.

Yankee Network Inc.—Granted assgn. licenses to Winter Street Corp. Stations involved: standard broadcast—WNAC Boston, WEAN Providence, WAAB Worcester, WICC Bridgeport; relay—WEOD WEKX WEKZ WEKY; high frequency—WGTR WMTW; class II experimental—W1XOV W1XOY; intermittent provisional—WKHG. No monetary consideration.

WHFC Inc., Chicago—Granted petition to reconsider and grant application for mod. CP for new FM station (WEHS), conditional to Jan. 26 notice.

MARCH 1

WGPC Albany, Ga.—Granted motion to dismiss application for CP move transmitter and studio to West Point, Ga.

Valley Broadcasting Co., West Point, Ga.—Granted petition postpone hearing on application for CP new standard station, from Mar. 7 to April 6.

Applications . . .

FEBRUARY 29

Capital Broadcasting Co., Washington, D. C.—CP new FM station, 46,700 kc.

Liberty Broadcasting Co., Pittsburgh—CP new FM station.

Plaza Court Broadcasting Co., Oklahoma City—CP new FM station, 15,394 sq. mi.

Drovers Journal Publishing Co., Chicago—CP new FM station, 48,700 kc, 10,800 sq. mi.

Broadcasting Corporation of America, Riverside, Cal.—CP new FM station, 43,500 kc, 48,000 sq. mi. CP new commercial television station, Channel 3.

Gazette Co., Cedar Rapids, Ia.—CP new FM station, 44,700 kc, 7,400 sq. mi.

Raymond C. Hammett, Talladega, Ala.—CP new standard station, 1230 kc, 250 w unlimited. Amended re transmitter.

KFDA Amarillo, Tex.—Vol. assgn. license to American Broadcasting Corp. (Dismissed at request of applicant.)

WCMI Ashland, Ky.—Vol. assgn. license to American Broadcasting Corp. (Dismissed at request of applicant.)

MARCH 1

WQXR-WQXQ New York—Transfer control of license from John V. L. Hogan to New York Times Co.

Valley Broadcasting Co., Steubenville, O.—CP new FM station.

WFBM Inc., Indianapolis—CP new FM station, 47,700 kc.

KXOX Sweetwater, Tex.—Transfer control from George Bennitt, Russell Bennitt, Jas. H. Beall Jr., Joe H. Boothe, J. H. Doscher, R. M. Simmons, Henry Rogers, C R. Simmons and Harley Sadler to Wendell Mayes. J. S. McBeath and Mittie Agnes McBeath. Amended to change names transferors: Henry Rogers to H. M. Rogers, omit J. H. Doscher, and add Maynette Doscher, executrix of Estate of J. H. Doscher, deceased.

MARCH 2

Westchester Broadcasting Corp., White Plains, N. Y.—CP new FM station, 49,900 kc, 435 sq. mi.

Monumental Radio Co., Baltimore, Md.—CP new FM station, 47,900 kc, 4,520 sq. mi.

WHOP Hopkinsville, Ky.—Vol. assgn. license to Hopkinsville Broadcasting Co.

WSON Henderson, Ky.—Vol. assgn. license to Henderson Broadcasting Co.

KOBH Rapid City, S. D.—CP change 1490 kc to 1380 kc, increase 250 w to 5 kw, install new transmitter, DA-N, move transmitter. Transfer control from The State Milling Co., C. A. Quarnberg, E. F. Gronert, P. R. Quarnberg, George E. Brumlett and William McNulty to Robert J. Dean.

WIBC Indianapolis—Vol. assgn. license and CP from Indiana Broadcasting Corp. to H. G. Wall, Margaret B. Wall and Thelma M. Lohnes d/b Indiana Broadcasting Co. (Dismissed at request of applicant.)

MARCH 3

WDEL Inc., Wilmington, Del.—CP new station, 44,500 kc, 6,400 sq. mi.

National Broadcasting Co., Washington, D. C.—CP new FM station, 44,300 kc. Amended re change type transmitter.

Associated Broadcasters Inc., Bethlehem, Pa.—CP new FM station, 48,500 kc, 2,800 sq. mi.

DORIS JONES, wife of John V. Jones, chief engineer of WCBI Columbus, Miss., has passed the examination for a restricted permit and now is a parttime transmitter operator.

MARJORIE BROWN, formerly of the Erie Railroad, has joined the control room staff of WHLD Niagara Falls, N. Y.

E. S. McLARN, assistant technical director of the International Standard Electric Corp., has been named a vice-president.

WINIFRED HUNT, one of the six apprentice girl engineers trained at KYW Philadelphia, is the second of the group to be appointed to the regular engineering staff.

W. G. (Pat) PATTERSON has been appointed manager of the California division, Distributor Sales, Radio Tube Division of Sylvania Electric Products Inc.

JAMES MILLER, formerly of WINN Louisville, has joined WHOP Hopkinsville as chief engineer.

ERNIE MOTT, chief engineer of CKGB Timmins, Ont., and Muriel Phillips, bookkeeper of Northern Broadcasting & Publishing Co., Timmins, have announced their engagement. The wedding is set for August.

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Wanted—Operator, first class; draft deferred. Can work either forty or forty-eight hours a week. State salary wanted. Radio Station WSYB Rutland, Vermont.

RADIO COMMERCIAL WRITER—Large Chicago Advertising Agency offers splendid opportunity for writer with agency background and wide experience in writing radio commercials. Some food account experience necessary. Only applicants with proven ability will be considered. Replies should give complete information as to experience, education, age, salary, etc. Box 973, BROADCASTING.

Radio Salesman—Man or woman, wide awake city, unlimited possibilities. Salary and commission. A-1 references. Release required. Permanent. J. D. McCoy, Station WAIM, Anderson, South Carolina.

ANNOUNCER WANTED BY TEXAS LOCAL STATION, CBS AFFILIATE. ADVISE STARTING SALARY REQUIREMENT AND IF AUDITION TRANSCRIPTION AVAILABLE. BOX 971, BROADCASTING.

Wanted—Announcer by progressive network affiliated station, draft deferred, prefer man with southern station experience, give full information as to experience and salary expected. WHMA, Anniston, Alabama.

Wanted—Experienced announcer five years or more. Permanent position. Starting salary $250 per month and fees. Send picture, audition disc, draft classification, full particulars with application. Box 966, BROADCASTING.

OPERATOR — Permanent position with chance of advancement. State qualifications and enclose small photo. Please include your recommendations. Write Technical manager, WFDF, Flint, Michigan.

Wanted—Two announcers for mid-western station. Good starting salary, excellent working conditions. Write Box 964, BROADCASTING.

CHIEF ENGINEER WANTED—By 1000 watt station Central Atlantic state. Give complete details including salary expected and draft status. Box 954, BROADCASTING.

ANNOUNCER — Experienced, deferred. Capable newscaster, ad lib record shows. Basic Network Station, Metropolitan market. Permanent. In replying detail experience salary expected, draft status. Box 949, BROADCASTING.

CHIEF ENGINEER—And recording men wanted by large independent New York recording company. Permanency guaranteed. Starting salary for Chief Engineer $3500.00 to $5000.00 depending on qualifications. Box 947, BROADCASTING.

WANTED—Announcer for live-wire Blue Network station in New York State. Good talent opportunities. Box 942, BROADCASTING.

Can Use—Two good ad lib announcers. Prefer you apply in person, otherwise send ET and recent Photo, Draft Status. WIBG, 1425 Walnut St., Philadelphia 2, Pennsylvania.

Engineer—First Class license, 250 watt midwest network station. Excellent future. Box 939, BROADCASTING.

Help Wanted (Cont'd)

Announcer—Permanent job with future. State all. Send audition disc if possible. Box 938, BROADCASTING.

SALESMAN—New York territory. Radio Station representative. If you want to get out of time-peddler class and get situated leading to responsible position in growing organization reply to Box 937, BROADCASTING.

SALES EXECUTIVE—For New York office, radio station representatives. $5200 to start. Good opportunity to build substantial situation for future. Our organization knows of this ad. Reply in confidence. Box 936, BROADCASTING.

Wanted—Southern network station has opening for person who can sell time and service accounts. Man or woman. Give experience, references. Box 910, BROADCASTING.

Wanted—Experienced salesman for major network station in good market. Established accounts offered. Commission only. Please submit full particulars. Reply Box 903, BROADCASTING.

Needed—Announcer—With turntable technique for clear channel kilowatt. No night work. KLCN, Blytheville, Arkansas.

Situations Wanted

J. B. and Mae—Comedy team. Radio experience. Write and act. Own script for homey, quixotic story of married life with appeal to daytime audience. Box 977, BROADCASTING.

BASEBALL ANNOUNCER—Experienced in Direct and Recreation play-by-play broadcasting. Desires connection for 1944 Season. Draft exempt. Write Box 976, BROADCASTING.

Versatile Writer—31, recently with Coast Guard Police, available immediately. Experienced in continuity, news, spots, publicity. 12 years in radio, newspaper work. Box 975, BROADCASDING.

Experienced Announcer—Desires position in 5 kw station preferably in North Carolina or Virginia. Salary open. Box 974, BROADCASTING.

Executive—With seven years radio network experience which includes business administration, station relations and handling personnel. Desires to make a permanent connection as manager of station or assistant manager of metropolitan station. University graduate and certified public accountant, age 48, married, two children. Excellent references. Box 945, BROADCASTING.

WANTED
OPERATOR
For FM Station

Man with first-class license and experience as second man at transmitter of WMIT, stop Clingman's Peak in Western North Carolina. Draft exempt. Single man preferred as he must live at transmitter. Good salary plus board and lodging. Attractive proposition for right man.

RADIO STATION WMIT
P. O. Box 2093
Winston-Salem, N. C.

Situations Wanted (Cont'd)

NEWSCASTER . . . EDITOR . . . ANNOUNCER—Mature news sense. Interesting style; dramatic, hold attention. Reliable; age 30, 4-F. Specialized News. Prefer UP or AP wire. Permanent; no drifter. Available March 10. Transcription. Box 968, BROADCASTING.

PROGRAM DIRECTOR—ANNOUNCER—Woman with key network station desires program position with opportunity to use initiative-originality. Thoroughly experienced. Box 965, BROADCASTING.

Woman News Editor Broadcaster—Five years radio writing and broadcasting. Desirous position handling women's programs and/or newscasts. Good affiliations. Excellent references. Box 940, BROADCASTING.

ANNOUNCER - STUDIO ENGINEER — Thoroughly experienced News, all types announcing, control board, etc. Licensed for combination work; family, 4-F draft; $60 weekly minimum. South preferred. Box 978, BROADCASTING.

Available Immediately—Organist with or without own Hammond. Age 26, 4F, union. Excellent references. Box 963, BROADCASTING.

Engineering—Production. Desires combination position in aggressive station. 1st class license, former chief; also production, copy and business experience. College graduate now in advertising. Age 35, 4F. Box 961, BROADCASTING.

Available—As Manager; Production-Program Director; or Newscaster-Announcer. 12 years active experience. 4-F. Details on inquiry. Write Box 957, BROADCASTING.

ARE YOU INTERESTED IN WOMAN—With theatrical background? Have had two years experience as Operator, Timekeeper, announcing. Can also MC shows. At present with Basic Blue in East. Transcription and photograph on request. Box 956, BROADCASTING.

TRANSMITTER ENGINEER—6 years experience, 250 watt to 50 kw. First Radiotelephone - Radiotelegraph license. Capable — Married — draft 3-A(H) — best references. Available immediately for permanent transmitter position. Box 955, BROADCASTING.

Woman Studio Technician—NAB trained in the four major stations in New York. 3rd class permit. Professional announcing and singing experience. Available after March 15th. Box 952, BROADCASTING.

PUBLICITY-PROMOTION—Radio editor-commentator, due to change in paper's policy, seeks connection with progressive station or agency where original ideas, applied energy in publicity, promotion and showmanship offer future. Radio editor, regional commentator 5 years, featured on New York City program 1 year, announcer, news, emcee 2 years. Consulting promotion and showmanship. Over draft age, married. Box 953, BROADCASTING.

Radio Engineer—Doing confidential development work for postwar position as chief engineer of progressive station planning postwar FM or television expansion. Highest qualifications, network, broadcast, FM, television. Can act as consulting engineer now, designing, allocations, etc., for postwar period. Consider investment. Box 951, BROADCASTING.

WANTED TO BUY

250 Watt station in Southwest.

Give full particulars.

Box 958, Broadcasting

Situations Wanted (Cont'd)

Chief engineer small station wants job larger station previously classified 2B now 4F. Box 948, BROADCASTING.

Announcer—Salesman, Promotion Manager, Announcing 5 Kilowatter, desires change with post-war future. Young, draft-exempt, civic leader, conscientious, experienced all phases selling, announcing, promotion. Detailed reply. Box 946, BROADCASTING.

Announcer — Newscaster — producer — **versatile** — network experience. Hollywood, California. Desires Eastern association. Capable, cooperative, **sincere**, energetic, age 32, 4F, available March 6. Box 943, BROADCASTING.

Commercials — Continuity and general script writing. Box 941, BROADCASTING.

ANNOUNCER—4F, experienced, seeks opportunity in East. Box 960, BROADCASTING.

Announcer—NBC trained, and regional 5 KW Network affiliate experience. Desires position immediately with possibility to work into all departments available. Box 979 BROADCASTING.

Wanted to Buy

Want to buy new or used RCA Instantaneous Recording Attachment to fit RCA turntable type 70-C-1. Give price. WMRF, Lewiston, Pennsylvania.

One kilowatt transmitter, any make. Give full details. Box 972, BROADCASTING.

MINORITY INTEREST — In progressive local station. Prefer south or southwest. Box 970, BROADCASTING.

Good quality turntable—Similar to an RCA 70-B or Presto 10-A complete with pick-up, for 60 cycle operation. Box 967, BROADCASTING.

Wanted—250 Watt transmitter and accessory equipment. Send list. Will pay cash without delay. Box 896, BROADCASTING.

Equipment Wanted—Modulation Monitor, with FCC approval, studio console, new or used copper wire, and a limiting amplifier with FCC approval. Will pay cash for any and all above items. Bob McRaney, General Manager, WCBI, Columbus, Mississippi.

Wanted—One Wincharger or any guyed 175-foot tower and lighting equipment. 1,000 Watt Antenna tuning unit. 200-foot ⅝-inch or larger Coaxial Cable with gas equipment. One 1,000 watt transmitter complete with tubes. Box 926, BROADCASTING.

WILL PAY CASH—for Western local or regional station. Replies confidential. Box 922, BROADCASTING.

Wanted to buy—1 KW Transmitter. Address Box 902, BROADCASTING.

If you are a **Good Announcer** or salesman here is a real chance for **permanent well-paid position.** If you have any special ability as M.C. or excel as newscaster, so much the better. Write down (in confidence) all possible particulars, including draft status, physical defects, age, experience, etc.

Last year this appeal placed some good men in good jobs in a well-known Eastern basic station. **Special consideration** given men with military discharges. Others should state when they can accept position, if offered. This is a genuine opportunity, if you have ability and ambition, to get set for the future.

BOX 895
BROADCASTING MAGAZINE

Mortimer Watters Is Given New Post

Scripps-Howard Radio Names Him V-P and General Manager

APPOINTMENT of Mortimer C. Watters to the newly-created post of vice-president and general manager of Scripps-Howard Radio was announced last week by the board of directors of the corporation. Scripps - Howard stations are WCPO Cincinnati, WNOX Knoxville, and WMPS Memphis, with WMC Memphis affiliated through the Memphis *Commercial Appeal*.

Mr. Watters

Simultaneously, Mr. Watters announced the appointment of Harry A. Le Brun, assistant manager of WNOX, as manager. He succeeds Richard B. Westergaard, Scripps-Howard v-p and general manager of WNOX, who was inducted into the Army March 1. [BROADCASTING, Jan. 17] Mr. Le Brun for 11 years was with WHEC Rochester, as announcer, newscaster and program director and became assistant manager of WNOX last July.

Mr. Watters' appointment, approved in February by the Scripps-Howard board, makes permanent a post occupied by the young executive since the entry into the armed forces of Lt. (j.g.) Jack R. Howard, president, and Maj. James C. Hanrahan, executive vice-president, of Scripps-Howard Radio. Mr. Watters has been acting general manager since last May. He will retain his headquarters in Cincinnati, where he also manages WCPO. He has been with Scripps-Howard for the last six years. Both Lt. Howard and Maj. Hanrahan are overseas.

Tibbett Named

GENE TIBBETT of Birmingham, Ala., has been appointed station manager of WELO, new outlet granted for Tupelo, Mont., it was announced last week by Bob McRaney, WELO general manager and manager of the radio interests of Capt. Birney Imes Jr., station owner. Mr. Tibbett has had extensive experience in the radio and entertainment fields and will assume his new post within the next few weeks. Mr. and Mrs. Tibbett are the parents of a girl born Feb. 29.

WFAA-KGKO Changes

RALPH NIMMONS, program director of WFAA-KGKO Dallas, has been advanced to program director in charge of regional and local sales and Ralph Maddox, assistant program director, will assume active charge of the program department, according to Martin Campbell, managing director of the stations. Action was taken following resignation of Alex Keese, former WFAA-KGKO station manager, who joined the Taylor-Howe-Snowden group of stations with headquarters in Amarillo, Texas.

Gob's Luck

WWNC Asheville, N. C. held an impromtu interview the other day on the Western North Carolina *Farm Hour*. A troubled sailor entered the studio to report the loss of $180 and to his surprise Charlie Newcomb, m.c. of the show, brought him before the mike and introduced him to a Mr. Carter who had come to the studio for the express purpose of reporting a find —$180.

NBC Women's Series

WRITTEN, produced, directed and acted by women, a series of four half-hour programs dramatizing the life of girls in military service will be heard on NBC starting Saturday, March 25. It will be the first entirely feminine series for the Network. Where women can't take over, as in the engineering department, a woman will serve as contact. First-hand material will be gathered by Priscilla Kent from camp centers in the New York vicinity. Ernesta Barlow, who conducts NBC's *Commando Mary*, will be narrator. Titled *Now Is the Time*, the series will be in effect a "salute to the girls in service from the women at home."

Candy Co. Plans

MASON, AU & MAGENHEIMER Confectionery Mfg. Co., Brooklyn, N. Y., will shortly introduce Vita-Snak, vitamin and mineral food candy bar. Radio is being planned for the introductory campaign. Candy firm is currently using a spot radio schedule for Mason Mints and other candy products. Agency is John H. Owen, New York.

FULLER ON LONDON TRIP

CLEMENT FULLER, BBC's European news correspondent in this country, is making a brief trip to London to work on plans for news coverage of the invasion, the national elections here and the Pacific offensive.

NAB Group, Wheeler Discuss Proposed New Radio Statute

Elias Succeeds Miller as Legislative Committee Chairman; Ryan to Take Office on April 1

FURTHER informal and exploratory conversations on the White-Wheeler Bill (S-814) were held last week by Chairman Wheeler (D-Mont.) with the NAB Legislative Committee, but no date yet has been set for full Interstate Commerce Committee consideration of the measure.

Absence from Washington of acting minority leader White (R-Me.), co-author of the measure, as well as other Committee members, resulted in postponement of planned executive consideration of the redraft. Senator White headed a delegation to Oregon for the funeral last week of Sen. Charles L. McNary.

The Legislative Committee, along with NAB president-elect J. Harold Ryan, met with Senator Wheeler last Tuesday and Wednesday. It is understood the Committee will meet again in Washington within a week and probably will confer with Chairman Wheeler again March 13.

Elias New Chairman

Don S. Elias, WWNC Asheville, was named Committee chairman, succeeding Neville Miller, who last week formally retired as NAB president. Mr. Ryan plans to take office in early April, leaving his post as assistant director of censorship.

J. Leonard Reinsch, managing director of the Cox-owned stations, WSB Atlanta, WIOD Miami, and WHIO Dayton, was added to the Legislative Committee and participated in the meetings. He had testified before the Senate Committee at the recent hearings.

Chairman Elias left Washington following the session Wednesday, but was to return early this week. Mr. Reinsch likewise planned to be in Washington. Robert T. Bartley, war activities director of NAB, and Karl A. Smith, legislative counsel, along with C. E. Arney Jr., temporary managing director, participated in the legislative activities and will work with Messrs. Elias and Reinsch.

The Committee made no announcement following the sessions, aside from Mr. Elias' observation that the meetings were "very satisfactory." He emphasized that the discussions were informal and exploratory.

E. B. Craney, general manager of Z-Bar Network, who has been in Washington since last November as unofficial adviser to Chairman Wheeler on the new legislation, left for Montana last week. He plans to return, however, by mid-March.

All members of the Legislative Committee were present except James D. Shouse, WLW-WSAI Cincinnati, who was detained in Cincinnati because of labor negotiations. Other members of the Committee, aside from those mentioned, are Clair R. McCollough, WGAL Lancaster; Joseph H. Ream, CBS New York; Frank M. Russell, NBC Washington; James W. Woodruff Jr., WRBL Columbus, Ga.; G. Richard Shafto, WIS Columbia, S. C.; Nathan Lord, WAVE Louisville; and Ed Yocum, KGHL Billings, Mont.

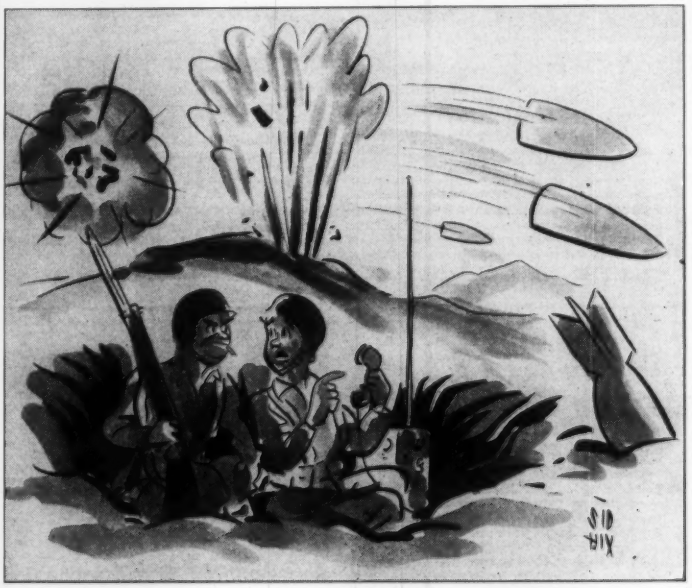
Miller's Farewell

Mr. Miller, who left Washington Feb. 29 for a two-week vacation in South Carolina, has not announced his future plans. In a farewell to his wide acquaintanceship in radio, Mr. Miller dispatched this card:

"My connection with the NAB during the past six years has been a very happy one, and I wish it were possible for me personally to express my appreciation to all those both within and without the broadcasting industry who have extended to me so many courtesies and cooperated with the NAB in all its activities.

"Since it is not possible to write each one individually, I am taking this inadequate, but nevertheless sincere way, of saying how much I have appreciated your many kindnesses, that I have enjoyed working with you, and that I hope I shall have the pleasure of seeing you many times in the future.

"Thanks again, and with best wishes."



Drawn for BROADCASTING by Sid Hix

"I Always Deaden the Mike Before I Cough"

PRESIDENT of Kansas City's Chamber of Commerce says of radio: "Radio's contribution to the home front cannot be emphasized too greatly. I particularly recognize radio for its realistic approach to community problems brought on by war times. Yes, indeed, radio has earned its inherent right to play an important role in the moulding of a better post-war world."

ROBERT L. MEHORNAY, President
Chamber of Commerce, Kansas City, Mo.

DEDICATED

IN BEHALF OF

AMERICAN BROADCASTING

TO THE HOME AND THE COMMUNITY

Looking to Tomorrow..

Radio's responsibility, as vital as it may seem today, has touched only lightly upon the potentialities ahead. KMBC looks to the future with great optimism. Not satisfied to drift along on accomplishments of the past, KMBC is laying the foundation today for broadened responsibilities tomorrow. KMBC's new Service Farms... its "Big Brother Club"... both are steps in that direction—*already taken.* Only in this way KMBC feels that its leadership... the leadership of radio... can step forward into the "New Horizons" of tomorrow.

KMBC

OF KANSAS CITY

REPRESENTED BY FREE & PETERS, INC.

SINCE 1928—
THE BASIC CBS STATION FOR MISSOURI AND KANSAS